Drug & Cosmetic INDUSTRY

NOVEMBER, 1949

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THOMAS R. FARRELL, Editor
ELMER SHEETS, Managing Editor
FRANCIS CHILSON, Production Consultant
MILTON A. LESSER, Technical Editor
HARRY G. KELBLY, Raw Material Editor
FRANK CHILD III, News Editor
HILDA C. McCOLLOM, Art Director

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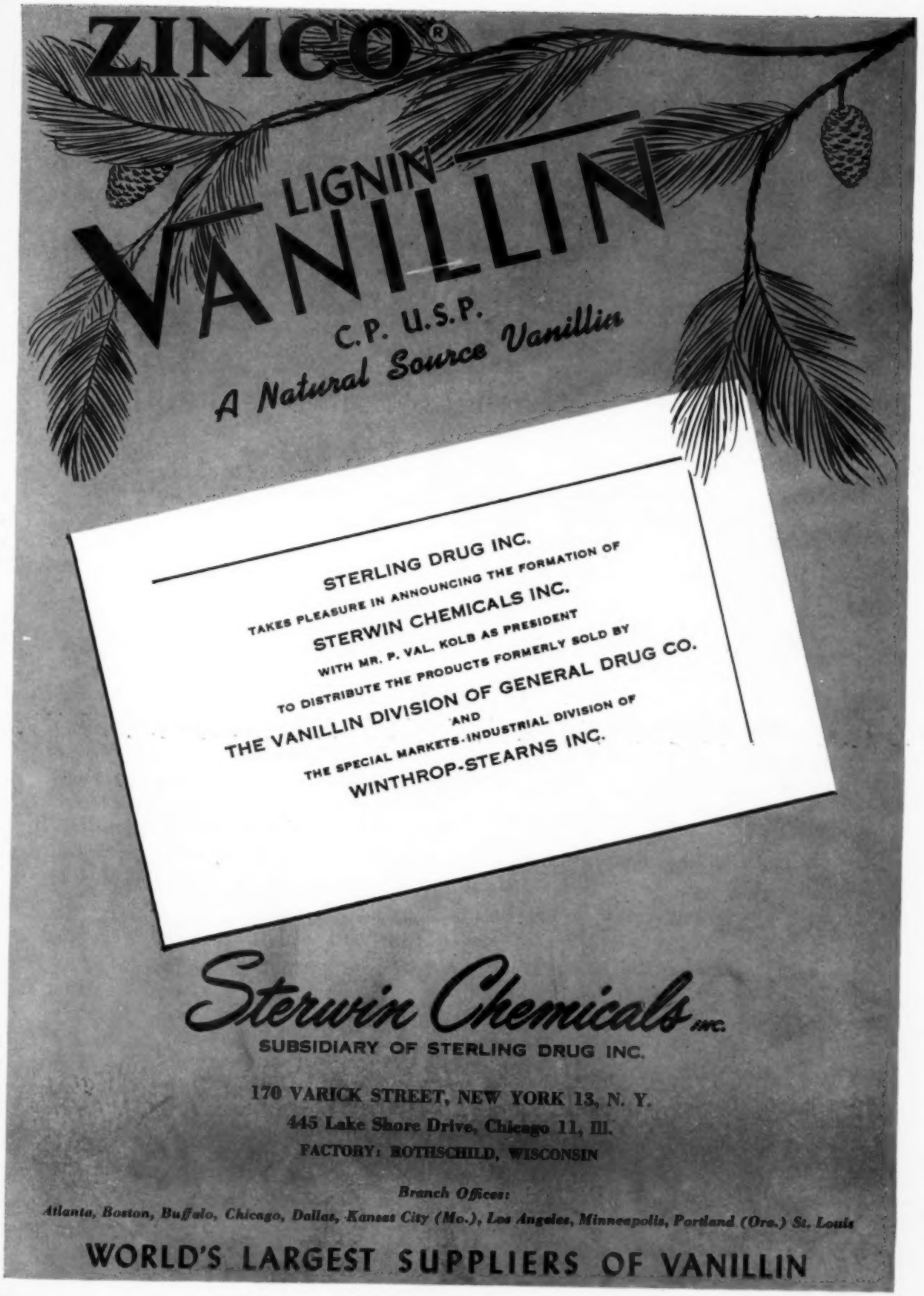
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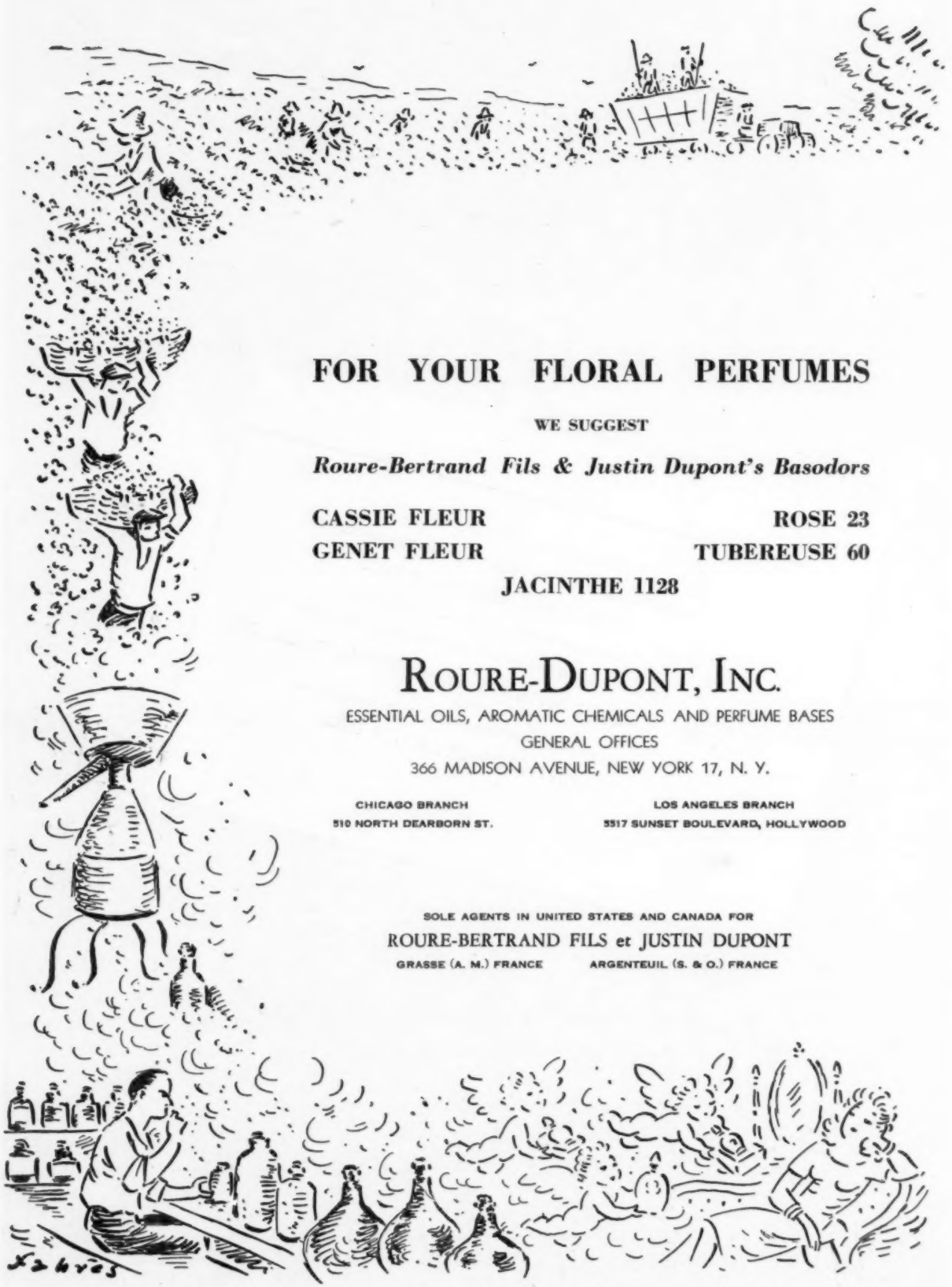

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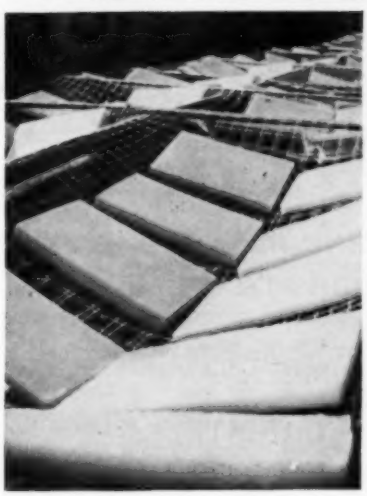

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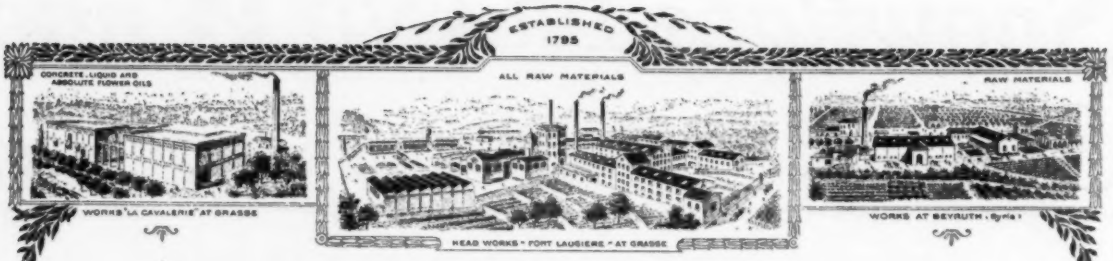

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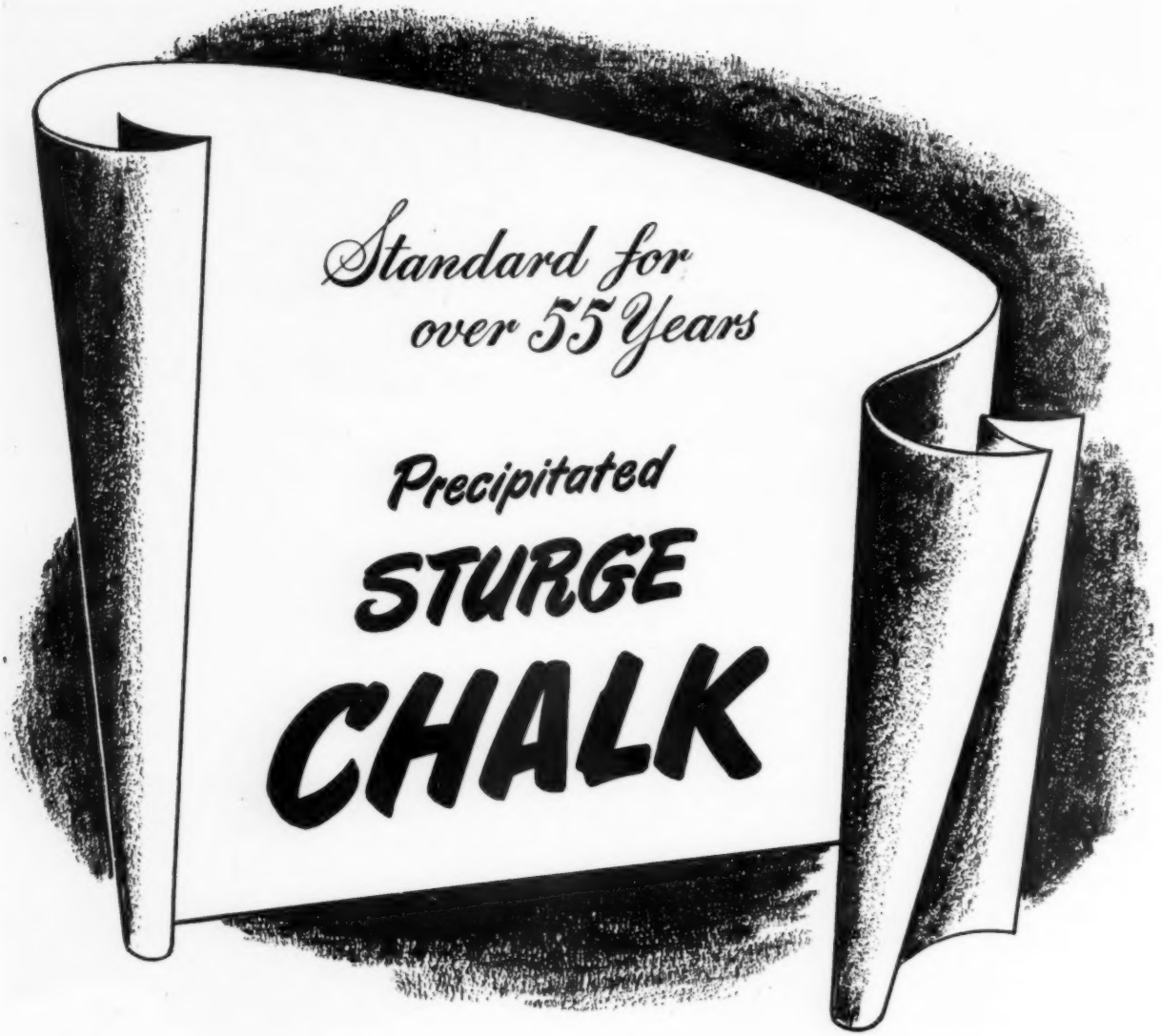

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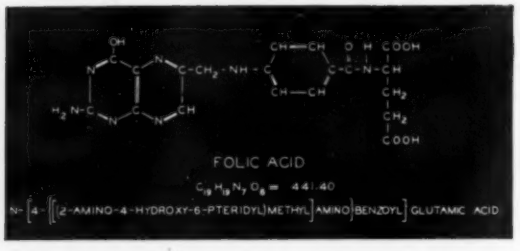

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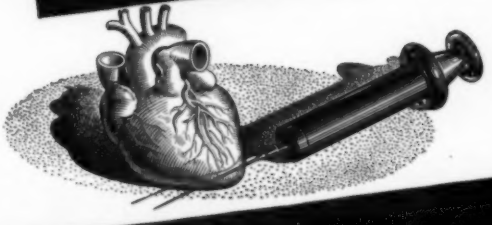
TO HEART STIMULANTS



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AN EFFECTIVE METHOD OF TREATING PERITONITIS by glycerine application is described in a recent medical paper. Drs. E. D. and R. W. Smith report in *The Southern Surgeon* that glycerine induces drainage from infected tissues and exerts antiseptic and bactericidal action on the bacteria of peritonitis. At the same time, it permits normal functioning of the body cells to promote healing. (D-17)

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KEEPING POSTED

The Antibiotic Status

THE search for new antibiotics has been broadened to include the possible discovery of drugs to combat viruses such as those causing poliomyelitis and the common cold, as compared with penicillin, streptomycin, and other antibiotics which fight bacterial infections, Dr. Peter Regna, of Chas. Pfizer & Co., recently told the Delaware Section of the American Chemical Society. Investigators are continually filling the gap in the overall control of infectious diseases in their search for antibiotics effective against other bacterial infections, fungus infections, the rickettsia-bodies which are responsible for typhus fever, the viruses, substances which cause poliomyelitis and the common cold, said Dr. Regna.

The antibiotics which have shown the most reasonable grounds for continued chemotherapeutic uses during the past two years are polymixin, aureomycin, chloromycetin, and antifungal agents, such as fungistatin and bacillomycin, according to Dr. Regna, who continued:

"While the administration of polymixin has been observed to produce certain toxic manifestations, it has been used with success in the treatment of whooping cough, colon bacillus infections, and in certain types of influenza. Chloromycetin has shown a low order of toxicity in the treatment of epidemic and scrub typhus, undulant fever, atypical pneumonia, Rocky Mountain spotted fever, typhoid fever, and in certain urinary infections. Aureomycin has been shown to be an active against rickettsial diseases, urinary tract infections, certain eye infections, virus pneumonia, brucellosis, and Hodgkin's disease. This has shown no significant evidence of toxicity.

"Antibiotics XG and bacillomycin have exhibited an almost complete lack of antibacterial action. However, these show striking antifungal activity against most of the more important species of fungus vegetation that grows under the skin of human beings."

Although more than one hundred antibiotics produced by bacteria, molds, fungi and higher plants have been studied in the last decade, Dr. Regna said only a few are being used in the treatment of disease, and actually only penicillin and to a lesser extent streptomycin "have satisfied the requirements of a dependable chemotherapeutic agent and thus have become an integral part of modern medicine." Pointing out that there are still numerous infections unaffected by penicillin and streptomycin, Dr. Regna said that streptomycin has two drawbacks to its use, for on prolonged administration it may cause certain neurologic disturbances, and produce bacteria resistant to continued use. Continued Dr. Regna:

"Although streptomycin dramatically combats certain tuberculosis infections, the development of resistance by the tubercule bacillus in patients under treatment becomes a serious problem. Consequently, attempts have been made by clinicians to use a modified form of streptomycin, or to combine streptomycin with such substances as para-aminosalicylic acid in order to derive the combined inhibitory effects on the tubercule bacillus of both substances. Besides this, the search for new antibiotics, as represented by neomycin, nisin, and the like, aimed to replace streptomycin, is pursued with great intensity by many laboratories."

Contact Committee's Silver Anniversary

THE observance last month of the twenty-fifth anniversary of the Combined Pharmaceutical Contact Committee of the American Drug Manufacturers Association and the American Pharmaceutical Manufacturers Association marked a real milestone in the steadily improving relationship between the pharmaceutical manufacturers and Government agency which regulates their activities. Charter Member, Carson P. Frailey, executive vice-president of the American Drug Manufacturers Association, presented silver cigarette cases to Charter Members Frank O. Taylor, Parke, Davis & Co.; Charles E. Vanderkleed, McNeil Laboratories; and John Paul Snyder, industry consultant. These three men have labored hard for the committee since its establishment twenty-five years ago. A cigarette case was also presented to the committee's present secretary, Frank B. Fisk, of Pitman-Moore.

The committee made two important recommendations, one suggesting that the U. S. Pharmacopoeia adopt a system of tentative assays to be used until an official assay has been established. The second called for issuance of a joint USP-NF bulletin to be issued on, a subscription basis, to keep all interested parties constantly informed of work in progress by committees of the two groups.

Arthritis Remedy Ad Claims

FEDERAL Trade Commission complaints has been brought against the analgesic preparations, Dolcin, Imdrin, and Subenon, because of the advertising claims made for these preparations as being of value in relieving the pains of arthritis and similar conditions. The complaint against Dolcin states:

"Dolcin is not an adequate, effective or reliable treatment for the symptoms or manifestations of any kind of arthritis or rheumatism, rheumatic fever, myositis, fibrositis, neuritis, sciatica, lumbago or bursitis; the aches, pains and discomforts incident to those ailments may be of such nature that they will be in no way alleviated by the use of Dolcin, however taken, and in other cases the relief afforded will be limited to such degree of temporary and partial analgesic and antipyretic effects as its aspirin content may afford in the individual case."

The complaint against Imdrin states:

"Imdrin, however taken, is not an adequate, effective or reliable treatment for the symptoms or manifestations of any kind of arthritis or rheumatism, neuritis, sciatica, gout, neuralgia, fibrositis or bursitis; the aches, pains and discomforts incident to these ailments may be of such a nature that they will be in no way alleviated by the use of Imdrin, however taken, and in other cases the relief afforded will be limited to such degree of temporary and partial analgesic and antipyretic effects as its content of acetylsalicylic acid, commonly known as aspirin, and manganese salicylate may afford in the individual case."

And the complaint against Subenon states:

"Subenon, however taken, is not an adequate, effective or reliable treatment for the symptoms or manifestations of rheumatism or arthritis; the aches, pains and discomfort incident to these ailments may be of such a nature that they will be in no way alleviated by the use of this preparation, however taken, and in other cases the relief will be limited to such degree of temporary and mild analgesic effect as its calcium double salt of benzoic acid and succinic benzyl ester content may afford in individual cases."

Toni Wave Council Accepted

TONI home permanent waving lotion and neutralizer have joined the list of products accepted by the Committee on Cosmetics of the American Medical Association, according to Toni vice-president in charge of research Raymond E. Reed, who says, "As an approved product, Toni will be permitted to use the committee's official seal of acceptance in its advertising and on its packages." Acceptance of the Toni products was a foregone conclusion since it had previously been approved for advertising in the Journal of the American Medical Association, and the A.M.A. Journal recently published an article based on clinical studies of 1,200 persons, which reported that Toni waving lotion was safe for general consumer use.

Ammoniated Dentifrice Symposium

A SYMPOSIUM on ammoniated dentifrices will highlight the annual meeting of the Society of Cosmetic Chemists, which will meet December 8, at the Savoy-Plaza Hotel, New York. Participating in this symposium will be Dr. R. G. Kesel and Dr. C. J. Henschel, proponents of the low and high urea-containing ammoniated dentifrices, respectively, and Dr. D. A. Wallace, secretary of the Council on Dental Therapeutics of the American Dental Association. Other subjects to be discussed at the meeting will be odor classification to be covered by E. C. Crocker who will discuss the "Rationale of Odor Classification," and E. Sagarin who will speak on the "Inherent Validity of all Current Systems of Odor Classification;" recent studies on the cutaneous and systemic effects of cold wave lotions will be reported by Dr. H. T. Berhman; application of radioisotopes to cosmetic testing will be discussed by Dr. L. C. Barail; the development and properties of new type, non-ionic emulsifiers will be reported by Miss Carter; and the use of sorbitol in cosmetics will be discussed by W. C. Griffin.

Drug Store Cost Survey

THE $150,000 retail drug store cost of distribution study to be conducted under the auspices of the National Association of Retail Druggists is to be headed by Orin E. Burley, professor of marketing at the Wharton School of Finance, University of Pennsylvania, according to James Hill, Jr., president of Sterling Drug, Inc. A tentative list of drug stores has been drawn from which twenty will be selected for the study. The University of Pennsylvania will be one of the institutions which will conduct the survey, and eight other universities are presently under consideration to carry on the remainder of the work to assure disinteredness of the findings. The purpose is to determine the cost of distributing various articles in retail drug stores, to establish the areas of profit and loss as a basis for improvements—including increase in efficiency —in distribution at the retail level.

Ammoniated Dentifrice Claims in Canada

WHILE there is as yet no indication just how far the Federal Trade Commission and the Food and Drug Administration are going to let manufacturers of ammoniated dentifrices go in the claims which they make, the Toilet Goods Association points out that definite action has been taken in Canada. The Department of National Health and Welfare does not like the claims that such dentifrices have any effect upon tooth decay, and evidently the Department will proceed against any manufacturer making such claims. Whether the Department would win such a case depends upon the evidence presented by manufacturers making such claims. The statement of the Department declares:

"The prominence given recently to experiments being conducted on the use of the ammonium ion, its effect on lactobacillus acidophilus, and its possible effect on the incidence of dental caries has led to an accelerated advertising of dentifrices in general. Much of the advertising has been spectacular, and, we believe, much has been unduly optimistic if not flagrantly misleading.

"Dental authorities have stated repeatedly that, at the present time, it is not possible to assess the value of the ammonium ion in reducing the incidence of dental caries. The association of high lactobacillus acidophilus counts with high incidence of dental caries would make it logical to assume that any agent reducing the former would be likely also to reduce the latter. However logical the assumption, it is necessary that it be established by definite clinical trial before it can be accepted as fact. Dental authorities estimate that at least two years will be required to compile sufficient data to evaluate such claims.

"The principal function of dentifrices is to clean. In addition, the ammonium ion, when present in the mouth

in sufficient concentration and for sufficient time, seems to effect a decrease in the lactobacillus acidophilus count. It does not follow that a dentifrice that will do either or both of these things will prevent dental caries or that it will reduce significantly the incidence of new caries. Other factors, such as diet, will influence the results.

"In view of the above, for the present the department considers to be misleading any assurance that *any* dentifrice, with or without the ammonium ion, will or will help to (a) stop or prevent tooth decay; (b) have any effect on existing tooth decay; (c) reduce the incidence of caries.

"Claims for the ammonium ion should be limited to its effect on lactobacillus acidophilus, and then only if actual demonstrable results have justified the claims for the particular finished product as advertised."

Vitamin A Assay to Drop Rats

WHEN the new U. S. P. XIV becomes official sometime in the latter part of 1950, this industry will be through with rat colonies for the purpose of measuring the vitamin A potency. The costly, time-consuming, and "highly inaccurate" (according to industry scientists) biologic assay method of measuring vitamin A potency is to be abandoned officially in favor of the spectrophotometric method which has been used as a non-official quick check for many years. Experts state that the new method is likely to show that manufacturers have been overestimating the amount of vitamin A in their products by as much as ten per cent. To make up this difference in apparent potency additional vitamin containing materials will have to be used when the new method of assay becomes official next year.

Sharp & Dohme Employee Health Plan

AS PART of a new twenty-five month labor agreement between Sharp & Dohme and Local 86, United Chemical Workers (CIO), a unique and comprehensive voluntary health plan for employees and their immediate dependents, will be inaugurated next January 1. Cost of the health insurance, covering all employees in this country, and employees in foreign service who are U. S. Nationals, will be shared by the Company and the employees. The hospitalization portion of the plan is to be covered by a contract with the Associated Hospital Service of Philadelphia. Surgical and medical benefits are to be cared for by a contract with the Equitable Life Assurance Society.

The hospitalization contract is a special arrangement representing a definite departure from the present contract and, therefore, actual experience cannot be predicted. Benefits under this contract include:

1. Full semi-private benefits in hospital service to the extent of seventy days per year for each ailment, against a maximum of thirty days per year under the standard Blue Cross contract.

2. Benefits will be paid anywhere, whether patient enters a Blue Cross hospital or non-member hospital.

3. Services during hospital confinement will be unlimited, including use of radium and X-ray therapy.

4. The seventy days of hospitalization may include full stay for this period in cases of tuberculosis or mental ailment, limited in the standard contract to ten days.

The surgical and medical benefit contract allows a maximum allowance of $240 for surgical operations for employees and their immediate dependents. The contract with Equitable also provides:

1. Allowances of $3 for doctors calls, and $2 for office visits, excluding the first visit for any illness.

2. Allowance for diagnostic and laboratory work when employee is not confined to a hospital up to a maximum of $50 per year (Blue Cross covers this feature when employee is in hospital.)

Estimated costs of the plan to employees are: $3.00 per month for husband and wife (with maternity) and all unmarried children under 19 years of age; $2.25 per month for husband and wife (no maternity) or widowed employee and unmarried children under 19 years of age; $1.40 per month for single employees.

Under the contract with the union, the full wage continuation plan for illness and accident absences in effect for ten years, was modified. Employees will receive full pay for the first day of the first three absences due to non-occupational illness or accident during the calendar year. Thereafter, employees must be absent five days before the first day is payable. Total number of days for which an employee is eligible is based on a regular schedule, depending on length of service.

Sharp and Dohme employee benefits now include: hospitalization, surgical and medical benefits; modern pension plan; full salary or wage continuation for both occupational and non-occupational illness or accident; group life insurance; group accidental death and dismemberment insurance; employees' mutual aid association. Excepting the salary or wage continuation plan, all coverages are on a contributory basis.

Phibbs Sells Hospital Paper

HARRY C. Phibbs, head of the professional medical advertising agency in Chicago which bears his name, has sold Hospital Topics and Buyer, a publication which he has owned and operated for many years. Gordon M. Marshall is the purchaser. He was most recently convention exhibit manager for the Medical Society of the State of New York, sales manager of the Medical Directory of New York, New Jersey and Connecticut, and advertising representative for the New York State Journal of Medicine. Prior to that he was assistant to the director of advertising, American Home Products Corp., and previously with the A.M.A. for five years and with the Cooperative Medical Advertising Bureau for two years.

Cosmetic Sales Figures

THOSE who consult our monthly chart of Sales of cosmetics will note that with the October issue we revised the base and are now publishing a new chart that goes back to only 1948. The reason for this revision is an attempt on our part to make available statistics on the industry conform more closely. For years we have issued the figures as represented in our charts. The Toilet Goods Association has also issued figures. The figures of the Toilet Goods Association were consistently lower than the figures which we published for the reason that different factors were used.

During the prewar years the U. S. Department of Commerce issued figures every two years on the products manufactured by this industry. However, the last such compilation was in 1939. During the eight years from 1939 to 1947, no government figures were collected. With the close of the war the government again proceeded to collect figures and has recently issued a figure for the year 1947. In the future, the government

will collect these figures every five years instead of every two years, so the next such census will be for the year 1952, and will probably not be available before some time in 1954.

However, this census of 1947 production of cosmetics gave both the Toilet Goods Association and ourselves an official figure to act as a guide. And while there are many, including us, who question the accuracy of the government figure, it remains the only official figure available. And it so happens that this figure was just about in the middle between the figure of the Toilet Goods Association and that of our own. But for the sake of uniformity, and to eliminate any confusion among those who are guided by these figures, both the Toilet Goods Association and ourselves have readjusted our figure to the base indicated by this government figure for 1947.

The estimation of the sales volume of cosmetics in this country is not easy. Involved in such an effort are study of tax collection figures in which allowances must be made, consultation of Federal Reserve reports, review of statistical summaries from department store associations, and use of other sources of statistical material, as well as application of certain factors to cover sales not revealed directly in any available statistics.

Therefore, those who have followed our figures in the past can continue to do so with the knowledge that they are now on a new and somewhat lower base. When the next government census is published about five years from now we shall report again on this subject.

Forums on N.F. and U.S.P.

AN OPEN conference on the general contents and individual monographs of the forthcoming N. F. IX was held in Washington early last month. The meeting was arranged by the American Pharmaceutical Association, publishers of the Formulary, to give anyone interested an opportunity to make specific suggestions for possible changes in the proposed monographs on drugs which are to appear in N. F. IX, prior to their final approval by the N. F. Committee. A similar open conference is being held by the U. S. P., and this marks a real forward step in the democratic and efficient preparation of these official compendia.

A number of suggestions dealing with specifications in N. F. IX monographs were offered by those in attendance at the conference. Included were recommendations with respect to monographs on histidine monohydrochloride, liver preparations for oral administration, magnesium hydroxide, morphine and atropine sulfate tablets, parenteral solutions containing iodides, quinine salts and their preparations, rutin, sodium indigotindisulfate (indigo carmine), strychnine salts and their preparations, and others. General contributions relating to tolerances in estimating the purity of drugs, disintegration tests for tablets, and packaging and storage requirements were also considered.

Winchell and the Hudnut Wave

STARTING in January, Walter Winchell is to advertise Richard Hudnut Home Wave and other Hudnut hair preparations. We understand that Hudnut is stockpiling supplies and putting in new production lines to be ready for the sharply increased demand that Winchell is expected to bring them. We recall that when Toni was sponsoring the Crime Photographer radio program, Ethelbert, the bartender in the Blue Note Cafe, when told that two million women a month used Toni, always replied: "Two million women a month? Gee, that's a lot of women." Perhaps Ethelbert will have to revise his estimate of what constitutes a "lot of women" if Winchell produces in the manner that Hudnut apparently anticipates.

Van Zandt Bill Off to Next Year

CONGRESS adjoined without any Senate action being taken on the Van Zandt Bill to amend the export provisions of the Food, Drug, and Cosmetic Act. The Bill passed the House some time ago. The reason for the inaction on the Bill and the basis of predictions that the measure will be reported next year with "considerable changes," lies in the opposition of food processors to the inflexible requirement that exports comply with food and drug regulations now applying to domestic shipments. While there is no disagreement in any quarter on the objectives of the Bill, there is strong objection to accomplishing these objectives by insisting that products for export comply with the affirmative requirements now applying to domestic goods. This would require exported merchandise to carry the same waring statements and directions for use as are carried on domestic products, and it would also require the name and address of the manufacturer on the label. An amendment proposed by Senator Herbert O'Conor (Dem., Md.) would tend to remove the necessity for these affirmative provisions in the case of exports, provided no harmful products are exported. However, FDA are strongly opposed to this amendment and counter with a proposal to direct the administrator to issue regulations exempting bulk shipments of foods and drugs. Manufacturers have pointed out that it is impossible to label a ton of sulfanilamide with directions for use, when the exporter cannot tell whether the foreign buyer will put it in capsules, a powder, as throat lozenges, or some other way. While this concession on bulk shipments would take care of the chief drug and chemical complaint, it would not meet the objections of the food processors, whose exports are mainly of small, packaged items. Therefore, they are going all out to see that the O'Conor amendment is adopted.

Squibb Tops $82 Million

SQUIBB showed an increase in sales for the fiscal year ended June 30, 1949, of $10 million, bringing their total for that year to over $82 million, against something over $72 million for the previous year. This includes Squibb subsidiaries such as Lentheric, Squibb International, etc., but does not include their Argentine operation. This just about puts Squibb at the top of the heap of those pharmaceutical houses whose sales volumes are published. When one realizes that about 1929 or so Squibb's total volume was only about $10 to $12 million, an increase of $10 million in a single year is quite significant. However, the Squibb of today is right up in the van of those whose are developing the new therapeutic agents which are being so widely and enthusiastically accepted and used by the medical profession. From the beginning one of the leaders in the production and marketing of penicillin and streptomycin, Squibb was one of the first to have vitamin B_{12} widely available. Also they are right among the first, if not the very first to offer new and improved forms of these new therapeutic agents. No longer is Squibb the house that once gave an extremely large part of its

time to trying to increase the sales of its aspirin, milk of magnesia, shaving cream, and tooth paste, even to the extent of being the first to give a tooth brush free with its shaving cream to increase sales. Squibb now devotes practically all of its time to the swift race in the field of ethical specialties and developments. These are the things that are widely demanded by the medical profession, and these are the things which, due to their relatively higher prices, cause sales volume to boom.

APMA Scientific Award

THE 1949 Scientific Award of the American Pharmaceutical Manufacturers Association is to be conferred upon the Association of American Medical Colleges on November 29 at the midyear of the A.P.M.A. to be held at the Waldorf-Astoria Hotel, New York, at that time. Dr. Joseph C. Hinsey, president of the Association of American Medical Colleges and dean of Cornell University Medical College, will deliver the acceptance address. The presentation address will be delivered by Dr. Elmer L. Henderson, president-elect of the American Medical Association. The award will be made at the dinner session which is preceded by morning and afternoon sessions at which will be delivered authorative papers which will record the latest research progress in the general field of drug therapy.

Federal Trade Commission Changes

WITH the death of Federal Trade Commissioner Edwin L. Davis, on October 23, President Truman is faced with the unusual condition of making four appointments to the Commission in one year. There are a total of five commissioners on the Commission. One of President Truman's appointments this year was the reappointment of Commissioner Lowell B. Mason, who was originally a Truman appointee. The other three appointments to be filled by President Truman this year are: The resignation last December 31, of Commissioner Robert Freer. The President has appointed, and the Senate has confirmed John Carson for this post. The resignation, effective November 15, of Garland S. Ferguson. The President has appointed, and the Senate has confirmed former Senator James Mead. Finally there is the place vacated through the death of Commissioner Davis.

This means that within this year alone, a majority of the members of the Commission are new appointments. And these three newly appointed commissioners, together with Commissioner Mason will constitute four Truman appointments out of five commissioners—only Commissioner William A. Ayres is a hold-over.

Aside from many other considerations in the appointment of a majority of the commissioners in one year, we wonder just what the effect will be on the proposed Fair Trade Practice Rules. Also we wonder what the effect will be on Fair Trade Practice Rules already issued for other industries. Since any set of Fair Trade Practice Rules are merely the opinion of the majority of the Federal Trade Commissioners as to how the laws which the Commission enforces should be interpreted, a change even of one or two commissioners can alter the opinion of the Commission as to these rules, and certainly a change of three makes the status of such rules quite questionable.

It will be remembered that Commissioner Mason has had widely divergent opinions regarding the action of Commission in many instances, but most of his opinions never did much good because he was in the minority. Perhaps some of the new appointees will be more of a mind to agree with Commissioner Mason than his predecessors did. At any rate, the almost complete turnover in the membership of the Commission could constitute a major upset in the attitude of the Commission toward business in general, and toward this industry in particular. How long the change in the make-up of the Commission will delay the promulgation of Fair Trade Practice Rules for the cosmetic industry, or whether such rules will ever be issued by the Commission as now constituted, is anybody's guess.

The Place For Needleless Injections

MUCH publicity was given some time ago to the Hypospray, the instrument which injects medications by force rather than through a hypodermic needle. We quote the following summation from Abbott Laboratories' "What's New:"

"It appears now that the hypospray will not entirely supplant the hypodermic syringe, but that in certain circumstances it may become the instrument of choice. In half of the subjects injected by hypospray there has been no pain whatever; and most of the others have found jet injection much less painful than needle injection. A second advantage is the elimination of the possibility of transferring virus infection from one patient to another. The fact that the hypospray does not require sterilization is another advantage where time and equipment are factors. For these reasons it seems likely that the hypospray may be adopted for mass immunizations; for use in the armed services; for patients requiring daily injections for long periods; and for the treatment of children. In a sense, painless injection of children seems the most promising possibility of all. To be able to give a child his first injection without fear of losing his confidence would seem enough in itself to justify the effort and expense which have been expanded in development of this technique."

Federal Health Plans Postponed

LATEST reports from Washington are to the effect that no serious effort is to be made to enact a compulsory health insurance bill during the present Congress. This means that no bill will be enacted during 1950, the matter being postponed until the new Congress convenes in January 1951. The plan is to spend the year 1950 investigating the situation more thoroughly, getting facts together regarding the health situation of the country, and then attempting to draft a bill which will be satisfactory to both Democrats and Republicans. One of the real reasons for skipping this important matter in 1950 is that Congressional elections will take place in November of that year and the members of Congress want to spend as little time as possible in Congressional work in order to give as much time as possible to mending their political fences back home and engaging in compaign activities. After all, many other time-consuming legislative subjects will have to be taken up by Congress next year, including civil rights, revenue, defense appropriations, and other things. The aim is to keep the program as light as possible for the balance of this Congress.

ACTH Clinical Report

IT APPEARS that hormones are finally coming into their own in the control of disease. Following the discovery of the control of diabetes with insulin, great things were anticipated for hormones in general, and much time and effort were expended on these products. While some results have been realized, the spectacular has been missing from the picture. Now with the discovery of Cortisone and ACTH adrenocorticotropic hormone, dramatic results have clearly shown the place of these preparations in the control of disease. In fact with reference to ACTH, Dr. Walter Bauer of Harvard Medical School, expressed the view of other leaders in medicine, biochemistry, physiology and related sciences, when he stated late last month that "the astonishing ability of ACTH apparently to turn diseases off and on at will marks the opening of a new era in medicine."

At a conference held in Chicago last month under the auspices of Armour & Company on research progress with ACTH, this hormone preparation was hailed as the most effective agent thus far found for the control of asthma, hay fever, drug sensitivity and other allergic ailments. The conference was attended by close to two hundred representatives from forty-five leading institutions in the United States and Canada to which Armour & Company Laboratories distributes ACTH free for clinical investigation.

Three reports on asthma and other allergic disturbances were given by Dr. John E. Howard of Johns Hopkins University Hospital, by Drs. Theron G. Randolph and John P. Rollins of Northwestern University Medical School, and by Dr. Bram Rose of the Royal Victoria Hospital, McGill University.

Patients suffering from severe asthma attacks have been restored to perfectly normal breathing within twelve to thirty-six hours after administration of ACTH. In some cases the relief has lasted for as long as two or three weeks. The early results are so striking, it was reported, as to hold out hope that a good percentage of the sufferers may get well without need of further treatments. In the treatment of hay fever it was found that ACTH acts much more effectively than any of the antihistaminic drugs now on the market. In some cases, one course of treatment over a period of forty-eight hours—eight injections of twenty-five milligrams each every six hours—has stopped hay fever attacks for the remainder of the season. Patients hypersensitive to drugs, such as penicillin and insulin, whose life may depend on these drugs, are given new hope by ACTH which has been found to counteract these sensitivities, enabling the patient to tolerate them.

Eczema and psoriasis are two other intractible diseases which are controllable by ACTH, it was reported. Eczema clears up within two to three days of treatment, and psoriasis clears up within forty-eight hours.

Some diseases of the chronic type, such as the two kidney afflictions, nephritis and nephrosis, which attack many children and confine them to bed for months and longer, are controllable by ACTH, it was stated.

Juvenile rheumatoid arthritis, also known as Still's disease, responds to treatment with ACTH even more dramatically than adult rheumatoid arthritis, according to Drs. J. Sydney Stillman and Theodore B. Bayles of the Robert Breck Brigham Hospital and the Harvard Medical School. Whereas in adult rheumatoid arthritis the administration of the hormone must be continued to prevent a recurrence, in children the condition has been brought under control in a short time and remained normal without any further need for ACTH. This indicates that when the disease is treated in its early stages, or at its inception, it can be eradicated entirely without continuing treatment.

Most dramatic was a report of Drs. Benedict F. Massell and Joseph Warren of the House of the Good Samaritan and Harvard Medical School, on the effects of ACTH in treatment of rheumatic fever. This disease largely strikes the age group

between five and nineteen and is responsible for more than one-third of all deaths from heart disease. It had not previously been thought that ACTH did not control rheumatic fever permanently, but the results at Harvard revealed, according to Dr. Massell, that its young victims are "really cured" after a certain time so that they do not need to be treated with ACTH indefinitely. These doctors reported on eleven cases of rheumatic fever, all of which, they said, were severe, in fact several of the patients were at the point of death. However, the response in all of the cases was "generally excellent." Of the eleven, ten were definitely relieved of their symptoms, while the eleventh remained doubtful.

Dr. Massell said that five cases showed an "amazing response, something never before seen" in the clinic's long experience with rheumatic fever. Others are not fully cured; they have no clinical symptoms, but they show laboratory signs of the disease. In two early cases with severe disorder of the heart valves the heart condition cleared up completely. This condition is known as aortic regurgitation which usually persists throughout life. Dr. Massell said that probably sixty or seventy per cent of all victims of rheumatic fever suffer heart damage. Most of them manage to survive and establish some level of existence. However, one peculiarity of the disease is that it strikes again and again, so that the damage is made continually worse. The great value of ACTH in rheumatic fever, therefore, is that it may make possible the control of such recurrences and thus prevent the heart damage from worsening.

Dr. J. J. P. Smith of Bellevue Hospital and New York University Medical School, said that ACTH has been found to clear up acute alcoholism and that it completely dispels the gremlins produced by delirium tremens. Dr. Paul F. A. Hoefer and Dr. Gilbert H. Glaser of the Neuropsychiatric Institute, College of Physicians and Surgeons, Columbia University, reported that ACTH produces neuropsychiatric changes as well as changes in the brain wave patterns of mentally ill patients. However, it was previously observed that one of the dangers lurking in the use of ACTH lies in the bringing about of mental symptoms, the type depending upon the psychic background of the patient. One patient developed a maniac condition and had to be given electric shock to bring her out of it. However, it is believed that most deleterious effects, mental or physical, are only transitory and can be avoided when more is known about proper dosages, the time intervals at which ACTH should be given, and the effects it may produce on different types of individuals.

The research into the use of ACTH is thus far truly a labor of love, for supplies are extremely limited, and there is not in sight at the present time any source of raw material from the enormous amounts required for treatment of the above mentioned diseases could be obtained. There is no likelihood that sufficient supplies could be obtained from animals, and supplies currently available are being used for the clinical evaluation of the drug. It takes 400,000 hogs to make one pound of ACTH. But Armour's position with regard to this important drug was recently stated by Dr. John H. Glynn, assistant manager of Armour Laboratories, as follows:

"But ACTH has great value. By using it as an investigative tool, something else in abundant supply may be used in its place. This is precisely what is being done with ACTH at the present time."

Plainly there are no signs which point in any particular direction to indicate where the "something else in abundant supply" might emerge. However, a continuation by Armour of the evaluation of the drug will probably result in still more startling results. Such manifestations are certain to cause the best brains of the country to enter the search for sources of this important hormone product. Such a search might take a short, or a fairly long time, but the end results are certain.

OAK MOSS IN FRANCE

By L. TRABAUD*

IN FRANCE the District of the Central Mountain Range has acquired for several years a certain reputation as a source for the supply of lichens for the Grasse perfumery plants. Inasmuch as Grasse and its neighborhood constitutes the center of the production of plants for the perfumery industry, the Central Mountain Range, together with the Departments of Cantal and Puy de Dome, which form part of the old French Province of Auvergne, supply almost all of the French Lichens.

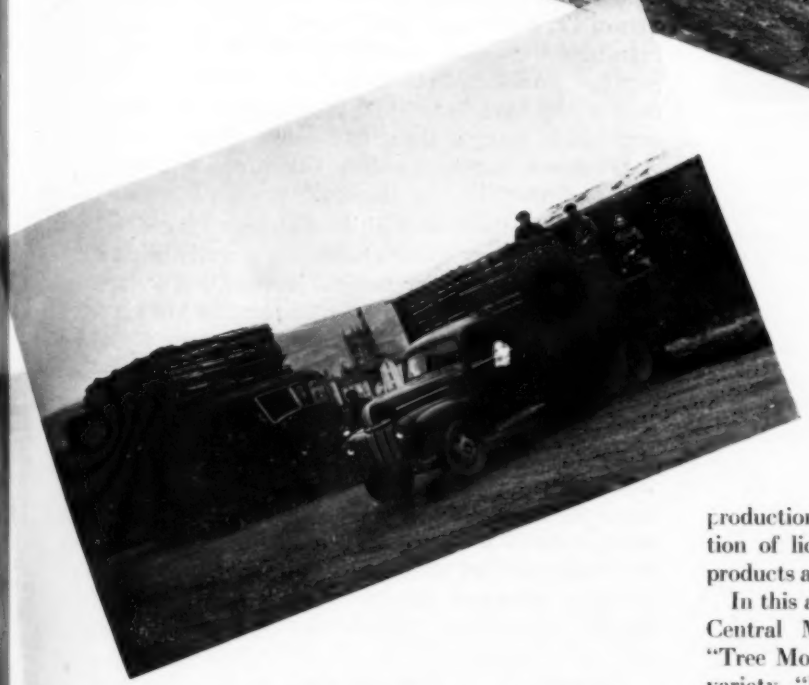
Due to this there has been created in these mountainous and woody but rather poor regions, a small industry the resources of which are, however, not negligible. The fact that there is available in France such an abundance of aromatic lichens, has made it possible for perfumers to overcome the difficulty of obtaining moss of foreign origin and to develop their own domestic product. Thus the presence of the forests, in addition to the pleasure which they afford man, make it possible for man to obtain a new benefit from nature.

As is known, lichens are produced by the association of two very different substances—a mushroom and an alga. They constitute a large family to which belong the vegetables commonly known as "moss." As these are hardy, they are encountered both in the cold as well as in temperate regions and in general wherever a small amount of light can penetrate and the air is sufficiently moist. Due to this fact the lichens are found in some quantity almost everywhere in numerous regions in France and abroad as well as in northern countries such as Russia as well as in countries having a Mediterranean or Atlantic climate such as Morocco.

Aromatic mosses belong mainly to the family of Parmeliaceae among which Evernia prunastri and Evernia furfuracea are mostly used. All the products which the perfumery industry obtains from these various kinds of lichens are put on the market under

*Technical Manager of Bruno Court in Grasse

PHOTO AT TOP OF LEFT-HAND PAGE SHOWS THE OAK MOSS (EVERNIA FURFURANA) BEFORE PROCESSING. FROM EXTREME LEFT TO RIGHT, PHOTOS ILLUSTRATE PACKING OF RAW MATERIAL IN BALES FOR SHIPPING, THE COMPLETE BALE, LADING ON FREIGHT CARS, AND A STEP IN THE PROCESS OF DISTILLATION. PHOTOS COURTESY GASTON LAURENT, AMBERT PUY-DE-DOME.



the generic name of "Oak Moss." As a matter of fact, this is an erroneous designation inasmuch as not all of the lichens are obtained merely from the oak. They are also encountered on trees of all kinds, either on oaks or on firs and pines as well as on fruit trees which are no longer being cultivated.

While the oak lichen has a light green color on one side and a whitish color on the other side and is soft to the touch, the pine or fir lichen has a grayish appearance, is hard and rough and has a resinous odor. It is therefore necessary to bear in mind that the place of production as well as the habitat influence the constitution of lichens and the character of their extraction products as is true for a great many other raw materials.

In this article we shall only refer to the lichens of the Central Mountain Range known under the name "Tree Moss." These lichens consist essentially of the variety "Evernia furfuracea." They are found in abundance in the humid forests of pines and firs. The harvest is collected from November to May at the time of or after the falling of the leaves and in dry weather. They cover the trunk and the branches of trees. The lichens are then subjected to a brief sorting in order to eliminate pieces of wood and an excessive quantity of leaves. The moss is piled up and then formed into bales which are compressed with a pressure of 80 to 120 kgs. by means of special apparatus in the manner of straw or fodder bales. These "bales" loaded on

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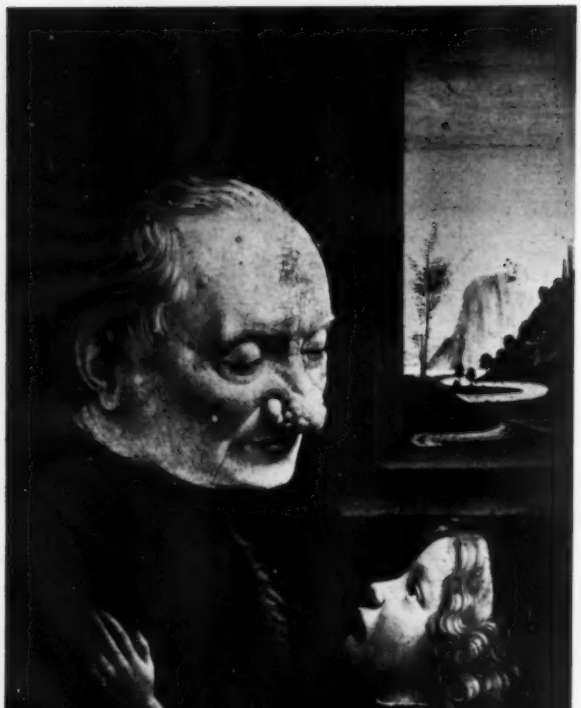

BETTMANN ARCHIVE

WARTS

By MILTON A. LESSER

DOCTORS call them *verrucae*, but to those who get them they are known as warts. Although warts do not represent a serious disease they are often distressing to those who have them. For one thing, they may cause discomfort or actual pain. For another, warts can be quite objectionable for cosmetic reasons. A wart in the wrong place can cause considerable mental anguish. It is evident, therefore, that the causes and treatments of warts, are subjects well worthy of consideration.

The lowly wart is one of the more common skin diseases. It is especially frequent among children and young persons. For example, warts ranked fifth among dermatologic conditions observed[1] in a college with a large number of students. Niedelman[2] cites statistical studies which show that the incidence of warts ranges from about 1.5 to 4 per cent of dermatological diseases. The real incidence of warts, he notes, is actually much higher since, in the great majority of cases, no doctor is consulted because there are no symptoms requiring treatment.

Few conditions are surrounded by superstition and folklore as are warts. Methods varying from special incantations in graveyards at midnight to the application of "spunk" water from rotted tree stumps have been used (sometimes successfully) to clear these skin growths. An incredible variety of medicaments and concoctions have been used in the past and, quite surprisingly, many of them have proved effective. This is no doubt due to the fact that there is a large psychic element in wart therapy.

Even under modern conditions numerous procedures are employed to remove warts. As was recently pointed out in one of the major medical journals,[3] "The long list of remedies recommended for the treatment of warts indicates clearly that all of them may prove to be beneficial in some cases, but not in all cases. The remedies include internal measures such as potassium arsenite solution, protiodide of mercury and magnesium sulfate by mouth; destructive measures such as freezing with solid carbon dioxide, the application of liquid air, cautery, diathermy; the application of either salicylic acid in flexible collodion or a heavy oil such as castor oil; radiation with either roentgen rays or radium; bismuth compound administered intramuscularly or directly under the wart; specific vaccine and hypnosis or some allied measure which depends on suggestion."

Elsewhere it is observed[4] that, in following any method of treating warts, it must be remembered that they are benign growths, that they are rarely harmful and that they may disappear spontaneously. Awareness that warts can disappear spontaneously may help to explain why certain measures persist in popularity even after repeated failures. For example, an individual will notice one day that all of his warts are gone. Quite understandably, credit for the cure will go to the last method that was used, even though it had no direct relationship to the disappearance of the warts.[5] At the other extreme, there is an occasional wart which

is so recalcitrant as to exhaust the patience of its unfortunate owner and the therapeutic resources of the doctor.[5]

Another probable reason for the large number of wart remedies may be found in the fact that not too much is known about the causes of the disorder. As so aptly noted by Schwazfeld,[6] the less there is known about a disease, the greater the number of treatments recommended.

In a rather vague sort of way, most people have had the idea that warts are contagious. It is now conceded that they are caused by a specific infection which is viral in nature. Thus, if a wart is cut off, ground up in saline solution and the fluid passed through a Berkfeld filter, the filtrate will produce warts at the site of inoculation. This virus is present not only in humans, but also in animals and in decomposed organic matter found in the soil.[2]

It has been demonstrated in various ways that warts are antoinoculable and slightly contagious. The incubation period is quite variable and, in general, is rather long. As long a period as 18 months may elapse between inoculation and the appearance of the wart. Intervals as long as several years have been reported. This, it has been pointed out,[4] has a great bearing upon the cure of a crop of warts in an individual. Even after the physician has completely destroyed every visible trace of warts, he cannot assure the patient that others have not already been "planted".

Some people show a greater tendency to warts than others and there are a number of factors which cause a predisposition to verruca. These include undue pressure, trauma or excoriations of the skin, as well as psychic and nervous influences, circulatory disturbances and hyperidrosis. According to one standard dermatologic manual,[7] warts tend to persist in regions subject to trauma, such as the bearded region and fingers, the feet (especially if there are orthopedic defects or excessive perspiration), and the moist, unclean urogenital region.

Neidelman[2] points out that warts are benign growths and have no tendency to malignant degeneration, but are prone to infection and on occasion may lead to pyogenic granuloma. In many cases, however, it is necessary to differentiate warts from various other dermatologic conditions, including skin cancers. A common mistake, particularly in the case of plantar warts, is to diagnose the varrucae as corns or calluses.

Treatment of warts depends, in large measure, on the type and location of the growths. There is no established system of classification. Some authorities divide warts into four major clinical varieties, while others use a classification of five groups. In this review it seems most suitable to divide the several types of warts into five main classes. These include: the common wart (verruca vulgaris), the plantar wart (verruca plantaris), the flat wart (verruca plana), the thread-like or filiform wart (verruca filiformis) and the "venereal" wart (verruca acuminata). Some of these groups have important subdivisions of their own.

In an analysis[8] of 921 cases of warts, about 75 per cent were of the common variety. This type usually occurs in children between the ages of five and fifteen years, but may be observed up to the age of 20 years or later. Adults are affected rather infrequently. Single or multiple warts are generally located on the back of the hands and fingers, but the verrucae may develop on the palms, forearms and other surfaces. At first the warts are of the same color as the surrounding skin but in the later stages they become elevated, hard, dry and grayish in color with furrowed, uneven surfaces. Still later deep ridges form on the surface and the warts are covered with a horny material.

Goodman[10] has stated that the preliminary treatment in the removal of the common wart is to soften it by the use of alkali or salicylic acid. Such measures, he says, are of value in any method of removing verruca vulgaris.

As a matter of fact, the action of salicylic acid finds frequent utility in the treatment of the common and other types of warts. When employed as a keratolytic for treating common warts it is used in a concentration of 20 per cent or more in the form of a solution, paste or plaster. When the high, keratolytic strengths are applied to a wart, it is necessary to protect the surrounding skin areas with a thick film of petrolatum or by a cover of adhesive tape cut so as to expose only the wart. This rule also applies when other powerful agents are used.

Salicylic acid, says Goodman, may be used in a 20 or 40 per cent concentration in collodion or as a saturated solution in alcohol; the preparations being applied to the wart with a glass rod. Niedelman[2] suggests the use of 60 per cent salicylic acid paste or 40 per cent plaster; the former being left on for two days, the latter for three days. During these periods, the surface of the wart becomes white and macerated and may be peeled down. If necessary, another application is made. The plaster should be worn day and night, but the paste should be applied only at night.

This authority also advocates the twice daily application of other preparations containing salicylic acid. One such consists of:

Mercury bichloride	**2 per cent**
Salicylic acid	**10 " "**
Alcohol, 95%	**88 " "**

Another type of product is made from:

Resorcin	**5 per cent**
Salicylic acid	**10 " "**
Collodion, flexible	**85 " "**

Quite a large number of escharotics find employment in wart removal procedures. They are powerful agents and must be used with caution. Indeed, it is advisable not to use these chemicals if there are many warts or if they are close together. There are those[11] who feel that, in general, the use of escharotic or caustic agents is interdicted because of the difficulty in controlling the

depth of penetration. Others[7] consider the use of these compounds to be tedious and not too successful.

Conversely, there are other authorities who rate these compounds quite highly for treating warts. The Montgomeries,[12] for example, have said that the treatment of all types of warts with acids is successful. They make the observation that chiropodists cure over 90 per cent of warts by such means alone. The caustics usually leave no scarring, although the treatment itself is somewhat painful. Like views have been expressed by Cole.[13] Speaking of the use of caustics in the treatment of common warts and plantar warts, Sulzberger and Wolf[14] note that these agents are easy to apply, do not require anesthesia and often produce favorable results.

Among the caustics or escharotics used in treating warts are monochloracetic acid, bichloracetic acid, trichloracetic acid, glacial acetic acid, lactic acid, mercury acid nitrate, chromic acid crystals, fused silver nitrate, pure phenol, or a 10 per cent aqueous solution of potassium bichromate. In modern methods, the acid or crystal, which has been moistened with water, is applied to the wart with a cotton applicator; care being taken to avoid contact with the normal skin. Several paintings may be required at intervals of ten to fourteen days.

According to one widely consulted medical manual,[15] the destruction of most ordinary corns is perhaps best accomplished with applications of glacial acetic acid, bichloracetic acid or trichloracetic acid. The last is especially popular. In discussing the use of trichloracetic acid for the removal of warts, Monash[16] has stated that the compound need not be used in full strength, but will give good results in diluted form. These dilute solutions have the advantage of not causing keloids, which sometimes result from applications of the concentrated acid.

Combinations of various agents in suitable vehicles are sometimes dispensed for the home treatment of warts. One such wart remover, which is best marketed in bottles with glass application closures, has been given by Thomssen[17] as follows:

Lactic acid	**4.0 per cent**
Salicylic acid	**5.0** " "
Trichoracetic acid	**2.0** " "
Collodion	**89.0** " "

A bit more complex is another wart remover containing:

Salicylic acid	**1.5 per cent**
Resorcin	**1.5** " "
Trichoracetic acid	**1.5** " "
Lactic acid	**1.5** " "
Ether	**20.0** " "
Collodion	**74.0** " "

In the hands of an expert, freezing of warts by means of carbon dioxide snow is said[18] to be a good means of destroying the growths. More recently, Kile and Wels[18] have reported that the use of liquid oxygen is an effective and easy method for the removal of warts and other non-malignant growths.

In Perlman's[11] opinion, Vleminckx' lotion (Sulfurated Lime Solution N.F.) is one of the most satisfactory remedies for the treatment of multiple warts. It should be used in a proportion of one tablespoonful to a quart of water. This is applied once daily upon compresses, as hot as can be borne.

Injections of certain drugs or biologicals also find a place in the treatment of common warts. Several chemical agents have been used for injection directly into the base of the wart. Among these are bismuth sodium tartrate, sodium morrhuate, urea, quinine and urethane, and saline-dextrose solutions. If multiple lesions are present, it has been advised[11] that, rather than subject each wart to individual treatment, it might be well to try intramuscular injections of bismuth subsalicylate. When this procedure is successful the common warts usually disappear rather uniformly within several weeks. Instead of the salicylate, it is suggested that "Bismarsan" (Abbott) be injected. Perlman[11] mentions that sulfarsphenamine U.S.P. can also replace the subsalicylate.

However, a report of complications following bismuth injection of warts has been cited by Downing.[20] In considering these wart injection methods, Niedelman feels that they cannot be recommended because of pain, infection and the uncertainty of results. In contrast he has a high regard for immunotherapy (autolysate therapy), especially the procedure developed by Biberstein.[21] This worker obtained a high proportion of cures with injections of a suspension of wart material in saline solution. Immunotherapy has been recommended chiefly for cases with a large number of warts, for warts that are hard to get at for surgical or other local treatments, and in cases of recurrence following other kinds of treatment. Despite reports of good results by some workers, it is noted by Sulzberger and Wolf[14] that others have not been so successful.

Despite their doubtful value in the treatment of common warts, internal remedies still command a measure of popularity. Among the compounds so employed are magnesium sulfate, yellow mercurous iodide, and arsenic in the form of arsenic trioxide tablets or solution of potassium arsenite. More recently several workers[22,23] have investigated the possibilities of oral bismuth therapy in the treatment of verruca vulgaris and other types of warts. Results from the administration of sodium bismuth triglycollamate have been fairly good, but variable. Also worth noting is the use of vitamin A for the treatment of warts. Fisher and Chamberlain[24,25] found that the oral administration of 100,000 units per day is followed by the disappearance of warts in an encouraging percentage of cases. Treatment is maintained for from six to twelve weeks.

Various other procedures, which are beyond the scope of this review, are used for the treatment or removal of common warts. X-ray therapy is extensively employed[11] and is a recommended procedure for recurrent or mul-

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ANTI-HISTAMINICS AND COLDS

THE application of the antihistaminic drugs to the matter of control of the common cold is breaking out all over. Not only are many other houses marketing or planning preparations containing an antihistaminic drug in combination with other ingredients long used in the treatment of colds, but nose drops and cough medicines are now being improved by addition of this type of drug product.

Ciba now offers Antistine-Privine, which is their product of long-standing, Privine, to which has been added Antistine hydrochloride. With reference to this preparation, Ciba states:

"This new synergistic combination of Antistine, to block the congestive action of histamine, and Privine, to shrink the nasal mucosa, provides prompt and prolonged relief of nasal congestion. It has been established that the decongestant action of Antistine-Privine in many instances appears to be more intense and prolonged than from either solution alone.

"The fact that Antistine in most cases is non-irritating when applied topically especially recommends it for nasal use. Antistine, in addition to being an effective antihistaminic, also has a vasoconstrictive action on the mucous membranes. When combined with Privine to which it is chemically related, the result is a synergistic combination that is unusually effective in controlling nasal congestion. Patients will ordinarily obtain relief from nasal congestion for three or four hours from one application of Antistine-Privine."

Therefore, we have here an example of an antihistaminic drug being used directly to control the discomforts of a cold once it has really taken hold. Originally, the use of antihistaminic drugs was solely for the purpose of aborting a cold before when it first started and before it had really reached the point of the fully developed symptoms that cause the discomfort resulting from colds.

Massengill is offering Sedacof Expectorant which is described as "a non-narcotic expectorant with antihistamine." The company says:

"Recent findings in clinical medicine indicate that if an antihistamine is administered promptly when the first signs of a cold appear, it is often possible to abort the cold before the more severe symptoms appear. Moreover, the antihistamines seem to have a definite effect in shortening the duration of a cold that has already developed. In treatment of coughs due to colds, the antihistamines will prove of distinct benefit . . . In addition to its direct effect when the cough may be due to an allergy, the inclusion of Semikon (Massengill antihistaminic) is based on recent clinical studies showing that antihistamine drugs are valuable in the management of colds.

"Sedacof Expectorant promotes expulsion of thickened mucous. Coughing is a protective mechanism, and often the administration of sedative drugs such as codeine or morphine is contraindicated . . . Sedacof Expectorant presents a rational approach to the treatment of a 'tight' cough accompanied by the scanty or tenacious sputum most often seen in acute and subacute inflammatory conditions such as bronchitis, pneumonia and asthma.

"Sedacof Expectorant . . . is especially useful where allergy is suspected as a causative or contributing factor. It has been observed that when the mucous membrane is irritated by a 'cold,' it is likely to be far more sensitive to allergic excitants than normally. Patients who ordinarily would not exhibit allergic sensitivity do so when they have a cold. In those cases Sedacof Expectorant, containing an antihistamine, definitely improves the distressing symptoms.

Thus the inhalants, nose drops, cough syrups, and other preparations which might suffer a sharp decline in demand if the antihistaminic combinations are widely successful in aborting colds, if taken in the first few hours, are being readied for a place in this new treatment of colds when the immediate treatment with an antihistaminic has been neglected.

The fact that the antihistaminic drugs available until recently could not be sold over the counter, appeared as a stumbling block to their widespread use, and appeared likely to doom their great benefit in control of the common cold. This restriction of their sale to doctors' prescriptions by the Food and Drug Administration was the result of their toxicity and side effects. Not the least of these side effects is the soporific effect that is common to most of them. While a soporific effect is desirable if a person is going to cure a cold by staying in bed, it is not very safe if a person is going to try to cure his cold while going about his normal pursuits.

The fact that a person first feeling the signs of a cold would not normally have a prescription product in his medicine cabinet promised little benefit to result from the cold-aborting property of the antihistaminic drugs. This is for the reason that the average individual will not consult a physician about a cold until the cold is causing him considerable discomfort, and at that

(*Continued on page 597*)

NEW DEVELOPMENTS IN LIPSTICKS

THERE has recently appeared on the market a new type of lipstick characterized by an unusually great indelibility of the dye to the lips. Variations of this type of stick have been produced in the past, but have suffered from fluctuations in the fashion trends to such a point as to cause their disappearance from the market. It is therefore too soon to make any predictions as to the lasting effect of this new product.

Women have been notoriously fickle towards the lipstick brands they have used. They have apparently felt that a competitor's stick would do more for them than the one they were currently using. Whether the characteristic they were looking for was a function of the shade or the consistency was never entirely clear and certainly women use their eternal prerogative insofar as lipstick functions are concerned as well as in other matters. Therefore, what could be a virtue one day may be a deficiency the next. The current trend, however, seems to be towards a lipstick which appears rather moist and limpid after application and which is characterized by a brilliant sheen, the more brilliant the better. Indelible sticks, which are dependent only on staining for color application, are not possessed, as a general rule, of this qualification. Whether the highly indelible character of the new product would be enough to overcome this deficiency is therefore problematical. On the other hand, the indelible stick may be the start of a new trend and therefore of lasting significance.

All methods of producing a stain on the lips depend on dissolving of a suitable dye in a lipstick vehicle for application to the lips. The greater the solution of dye achieved, the greater would be the stain produced. Since cosmetic manufacturers are limited by law to the choice of available dyes, they cannot investigate staining possibilities of new synthetic dyestuffs unless they are prepared to pay the costs of the necessary chemical work needed for acceptance of the dyestuff by the Federal Security Administration. Since this cost is so great, new developments usually are in the direction of solvents for greater dyestuff solubility.

The method of dyestuff incorporation has taken several different forms and are limited to the characteristics of the approved dyes. The materials used to impart a stain are all derivatives of fluoresceim, with the exception of one classification which is a carboxylated fluoresceim derivative. Since this last mentioned

classification is covered by patents and limited in its manufacture and use to only one cosmetic company, we will not discuss it here. The permitted dyestuffs for impartation of stains are either chlorinated, brominated or iodinated fluoresceim with the degree of halogenation dependent on the stain desired, the more highly halogenated being bluer. Most of these dyes are halogenated only in the resorcinol rings, however, one of them,

By HARRY HILFER

the tetra-chlor-tetra bromo derivative in which the phthallic acid ring is also halogenated produces the bluest and the strongest stain.

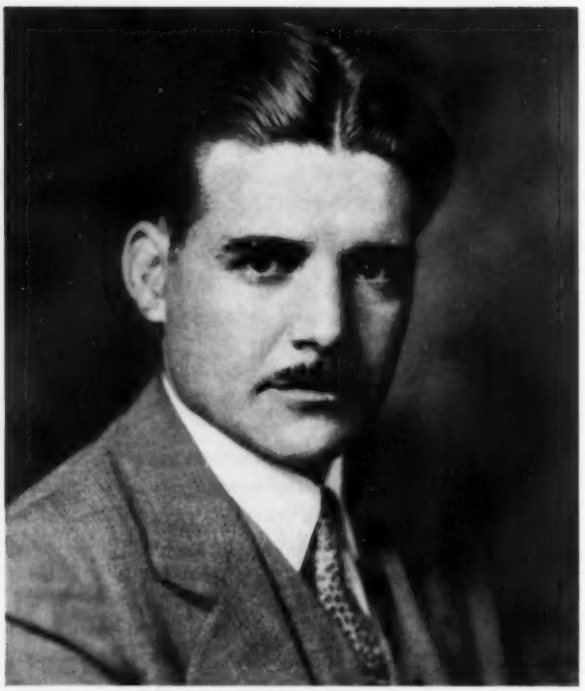
This dyestuff classification is characterized by the pressure of an anhydride and quinoidal structure which on the addition of alkali rearranges to form a carboxy group, capable of reaction with alkali and an OH group also capable of reaction with alkali and therefore capable of production of a water soluble salt. The exact mechanism of stain production is uncertain but certainly it seems to be a function of transformations by contact with the skin of the carboxy rearrangement and subsequent staining by the dye. Actually an aqueous solution of eosin produces a good stain and one of the first methods used in incorporation of the dye was to dissolve the sodium salt or eosin or of di tramo fluoresceim in water and subsequently to incorporate it with the lipstick base as an emulsion with beeswax and borax. This method, however, was discarded because the lipstick would lose the water through evaporation and take on an unappealing appearance. The method in current use is to dispense the dye by grinding into a base containing an hydroxylated oil such as castor oil or other water insoluble and non-volatile hydroxylated compounds, since these compounds are capable of dissolving greater amounts than are hydrocarbons or non-hydroxylated compounds. The amount dissolved is rather small and actually there is a much greater quantity of the fluoresceim derivative added than goes into solution. This excess, however, is not completely inert since its presence exerts some influence on the intensity of the stain.

Nevertheless, it is true that the greater the solubility the greater would be the stain, all other factors being the same. Water soluble compounds capable of dissolving larger quantities, as the triethanolamine or other alkaline salt, are not in general use because of their dissipation after application through solution in the mucous and subsequent hardening of the film through its loss. In addition, the film containing a water soluble agent has a tendency towards creeping through the crevices bordering on the lips making the application somewhat unsightly.

However, if the method of application of the stick is dependent only on indelibility produced and not on a superficial limpid looking film, water soluble non-volatile agents could be used to advantage by advocating application and subsequent removal of the film after perhaps twenty minutes. By using these substances, many of which are compatible with beeswax and carnauba wax, which are in fairly general use, and by using the salts of these dyes a greater measure of indelibility could be obtained because of the greater solubility of dyestuffs in this medium.

No attempt has been made to ruin any analysis on any lipstick now being manufactured. The ideas here contained are only the author's. Therefore, any development work undertaken along these lines should be thoroughly studied. There are a large number of these materials now available for study and use including the polyglycols, propylene glycol and poly propylene glycols, to name a few. Certainly their study would be worthwhile if the demand for a completely indelible stick continues.

NWDA Meeting



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TOP management problems of this industry were discussed on October 10, the opening day of the meeting of the National Wholesale Druggists Association at the Ambassador Hotel, Atlantic City. Contributing to this discussion, which was presided over by NWDA Executive Vice-president Dr. E. L. Newcomb, were: John G. Searle, of G. D. Searle & Co.; J. Mahlon Buck, of Smith, Kline & French, Inc.; James Hill, Jr., of Sterling Drug, Inc.; and Maurice Mermey, of Baldwin & Mermey. Dr. Newcomb opened the discussion by stating that an increased supply of adequately trained manpower is essential for the solution of top management problems of the drug industry. He emphasized the part that pharmacy plays in providing health care for the American people and stated that the public and 150,000 physicians depend upon drug producers and distributors for all health supplies, including the filling of four million prescriptions annually, and that physicians, dentists, hospitals, and health clinics could not function for even twenty-four hours without the drug industry.

"Our health professions would be stopped dead in their tracks were it not for the part played by the industry," he said. "We must have more manpower qualified to conduct scientific research on our top management problems and a larger number engaged in retail pharmacy, wholesaling, and production who are adequately prepared to interpret and apply the facts. We need better trained men now and in the immediate days ahead who have a better understanding of the national health problems, of retail and wholesale handling costs, of the basic principles underlying our fair trade laws, and many other problems of the profession and practice of pharmacy."

Dr. Newcomb noted that drug industry leaders were aware of these urgent requirements in 1942 when they aided in the founding of the American Foundation for Pharmaceutical Education. Dr. Newcomb said that the Foundation is doing excellent work in providing better trained teachers for colleges of pharmacy and better trained pharmacists. He reported that thirty-three new teachers, most of them with Ph.D. degrees, had been provided through Foundation scholarships. More than one hundred graduate students are working for their doctorates under Foundation fellowships, most of whom will serve as teachers, he said. These newly trained teachers will turn out better trained pharmacists. Dr. Newcomb appealed to producers and all distributors of drug store merchandise to support the Foundation liberally, the annual budget of the Foundation for this educational work being about $175,000 annually.

Mr. Searle said that within the next few years the people of the United States will be required to make a choice between the voluntary system and the compulsory system of medical care and stated that the choice may determine the whole future trend of the American economy. The decision must be made in an atmosphere of clear thinking and must be based on fact, said Mr. Searle, adding that at present we are debating the issue in an atmosphere of confusion and this confusion exists

in popular thinking on the subject and, to some extent, in professional thinking. He suggested a three-point program which would enable and encourage the individual citizen to take part in improvement of his community's health facilities, as he is now interested in educational and church facilities. The three parts of the program he described as:

"First, we must establish standards by which health facilities in all major categories can be evaluated. Second, we must encourage local communities to evaluate their health facilities in terms of these standards and to see that they measure up. Third, we must see to it that the layman's groups and the individual citizen himself are furnished with factual data, not only about their own local situations but about the health of the entire American people and the health facilities which are available to the entire people."

Mr. Searle pointed to the Parent-Teachers Association as an example of how individuals can band together to assist in maintenance of standards in services which are common responsibility of a community. Health is as much a community responsibility as education or morals, he said. At present, he continued, the average citizen is confused by a "welter of claims and counter-claims" about the condition of the nation's health facilities.

"The average citizen doesn't know whether his health facilities are 'adequate' or not," he said, "any more than he knows whether a bridge is structurally sound. In his ignorance he is vulnerable to loose talk—and there appears to be as much loose talk today about the adequacy of the nation's health facilities as there is about the atomic bomb."

He urged that the medical services "agree upon a definition of optimum attainable standards of medical care," and that they "join hands in encouragement of the citizen and his individual community in assaying the health services available to the citizen," and that they supply the "know-how" in enabling committees to raise their health standards to desirable levels. He recommended that a "clearing house of factual data" be established which would stand apart from "both government and the medical profession" while cooperating fully with "all authoritative bodies in the dissemination of information essential to the citizen's understanding." He urged speed in the setting up of the organization.

"If we delay," he said, "we may find ourselves faced with a *fait accompli*. We may discover that the layman, who in the past has left the job up to the doctor, may decide to throw the responsibility into the hands of the politician. We must make the layman understand that he is responsible for the welfare of his local health facilities as he is for the community's educational facilities."

Mr. Hill revealed that Orin E. Burley, professor of marketing at the Wharton School of Finance, University of Pennsylvania, has been selected to head a $150,000 retail drug store cost of distribution survey to be conducted under the auspices of the National Association of Retail Druggists. Reporting on progress of the project, Mr. Hill, who has taken an active part in the undertaking, said that a tentative list of drug stores has been drawn from which approximately twenty will be selected for the study. "The purpose of the survey," said Mr. Hill, "is to determine the cost of distributing various articles in retail drug stores, to establish the areas of profit and loss as a basis for improvements—including increase in efficiency—in distribution at retail level. Work on the study will proceed as rapidly as possible, in the hope that the findings and conclusions may be available to the drug industry early in 1950."

Mr. Buck pointed out that in Great Britain, "where national schemes of one kind or another have been operating since 1912, the percentage of insured population on a contributory basis had only risen from approximately 31 per cent in 1914 to 50 per cent in 1948, immediately prior to the introduction of the present National Health Service."

"Like most of you," he said, "I have exposed myself to as much information as possible on the subject, with particular emphasis upon the change in distribution methods which might be expected to follow in the wake of governmental control of health services. Whether or not we believe our country will embark upon a similar plan in the future, it is the duty of all those engaged in the manufacture and distribution of drug products to keep a close watch on developments overseas, so that we may know what to expect and how to proceed in any event. As tax-paying distributors operating under a free enterprise system, we have no reason to apologize for the fact that we are very much concerned with the economic future of distribution and the part that we shall play in it."

Mr. Buck revealed he had prepared a questionnaire last June which was submitted in London to a few of the best qualified in British pharmaceutical circles to obtain an unprejudiced point of view. There is nothing startling in the disclosures, he said, but to those who look between the lines and beyond the immediate period of prosperity it will be apparent that unfavorable trends are being established. He quoted as follows from one communication dated July 8, 1949:—

"So far the indications are that the general demand for medicines has increased since the introduction of NHS. Sales of some over-the-counter lines are reported to have dropped, but this loss has probably been counterbalanced by increases in the sales of drugs and ethical proprietaries. The wholesalers' profit from this business has, therefore, probably remained fairly stable, although increased competition from use of unbranded medicines may reduce profit margins in the future.

"There is a small class of wholesaler in this country who used to specialize in sales direct to doctors. Before the introduction of NHS, a large proportion (80 per cent) of doctors in England dispensed medicines, but now, except in rural areas, NHS dispensing is restricted to chemists. Consequently, this class of wholesaler has suffered severely and is having to revise its trade policy and divert its activities to chemists.

"The formation of central buying organizations for hospital supplies is likely to take business away from chemists, since it is becoming the practice of these organizations to purchase their requirements on tender, invitation to tender being normally sent direct to manufacturers.

"At present, therefore, it seems that NHS is not likely to have any markedly adverse effect on the business of wholesale druggists. There is, however, an aspect of NHS as it is at present envisaged which may severely curtail the business of the retail chemist and, therefore, the wholesaler.

"One of the keystones of the service in its fully developed form is the health center. It is proposed that health centers shall be the normal place where doctors and their patients meet, and that, in addition to medical services, pharmaceutical services in the form of a dispensary should also be provided. Many chemists fear that in this way dispensing will be diverted from them to the health centers.

"If the purchase of drugs for health center dispensaries is on the same lines as for hospitals, drugs and medicines required for NHS prescriptions are likely to be bought on tender direct from the manufacturers and not through wholesalers, as is the common practice today.

Mr. Buck declared that it is particularly distressing to note the results of several polls taken among retail druggists in the United States to determine their attitudes toward some form of socialized medicine. Especially in the large cities, he said, there is an alarming percentage of those who favor "free" medical treatment, including prescriptions. Such preference must stem from ignorance of the trends as they are now developing in England, he said, and he felt these trends are tracing a pattern such as follows:—

"The first phase—prescription business zooms upward as physicians discontinue dispensing and as lower and middle income groups and those with real and imaginary ailments rush to take full advantage of 'free' medical services. Over-the-counter proprietaries suffer a decline in sales, which is more than covered by wholesalers' and retailers' sales of 'ethicals' on prescription.

"The second phase—prescription business levels off but still continues at a very high rate. Over-the-counter proprietary sales increase as working people find it impossible to spend from one to four hours on each visit to the doctor to obtain a prescription. Business at wholesale and retail continues at a high level.

"The third phase—cost of health service begins to run far ahead of government estimates as doctors continue to prescribe established, high price proprietaries. Government then adopts some plan under which patient pays part of prescription cost, meanwhile urging and appealing to physicians to prescribe Official (similar to USP) preparations. Over-the-counter proprietary sales continue to gain.

"The fourth phase—in desperation government establishes health centers and pays only for prescriptions filled or compounded with standard pharmaceutical products. Number of prescriptions remains high but value and profit drop sharply. Over-the-counter sales again fluctuate with general economic conditions. Ethicals are prescribed only for those who can afford to pay for them. Manufacturers of standard pharmaceuticals enjoy unprecedented sales—temporarily. Wholesale and retail volumes drop seriously.

"The fifth phase—government enters the pharmaceutical manufacturing business in order to cut down cost of NHS. All branches of the drug industry face conditions from which they may never recover. Competition and new product research dries up. At this point, doctors rebel and the public begins to realize that it has been sold 'down the river' by a vast bureaucracy."

Mr. Buck admitted these were dire predictions but added "we had better not underestimate the power of the forces which would like to try this great social experiment at the expense of the great American drug industry."

Mr. Mermey said that economic surveys to assemble up-to-date factual data on the operation of fair trade laws will be conducted by the newly-formed research advisory committee of the bureau of education on fair trade. He said that the bureau had selected Rhode Island as a test area for a forthcoming nation-wide program designed to recruit and train druggists "to sell fair trade in their own communities.

The slowing up of credit collections and the increasing trend in drug store failures was reported by Walter N. Kuntz Jr. of the Southwestern Drug Corporation. In 1946, eleven drug stores failed at a loss to creditors of $4,454 per store; in 1947, twenty-eight retail drug stores failed at a loss of $13,179 per store; in 1948, fifty stores failed at a loss of $18,080 per store; and in the first six months of 1949, fifty-four stores failed with an average loss to creditors per individual failure amounting to $17,426. "Briefly put," said Mr. Kuntz, "this year there will be ten times the number of failures occurring in 1946 and losses per failure are running four times as high as those occurring three years ago."

Mr. Kuntz continued:

The delinquent account under today's conditions is a prospective failure. Experiences during the past eighteen months particularly have shown that when a retailer begins to slip he usually goes out pretty fast and owes a substantial sum of money when the final accounting is made. Stores no longer hang on for months and even years after they have become hopelessly involved with creditors as was the case a few years back.

"Consider the assets or advantages of the present situation. To begin with, even though liabilities per individual failure in 1948 and to date have shown sharp increases, this is understandable when we consider the fact that the average retail druggist is now doing a volume of business which approximates three times that enjoyed in 1932 and is today more than double the 1940-41 average.

"Lack of sales volume is no longer the factor that it

(*Continued on page 597*)

NEW OFFICERS

President
REG CRARY, Drug Trading Co., Ltd., Toronto, Canada

Vice-president
RUSSELL T. BLACKWOOD JR., Philadelphia Wholesale Drug Co.

Treasurer
GEORGE A. RAAB, Providence Wholesale Drug Co.

Executive Committee
GLEN T. HELGREN, Chairman, Elliott Drug Co., Buffalo, N. Y.
JAMES RHODES, Mutual Drug Co., Cleveland
HOWARD M. BRADBURY, Washington Wholesale Drug Exchange
STAN E. JOHNSON, Los Angeles Drug Co.
J. A. MIZE, Snowden-Mize Drug Co., Atchison, Kan.
WILLIAM S. KLINE, Kay Wholesale Drug Co., Wilkes-Barre, Pa.
KEITH KELLER, Northwestern Drug Co., Minneapolis, Minn.
ASA B. BURDINE, Washington Wholesale Drug Exchange

FWDA Meeting

DRUG store merchandising and management problems will be surveyed by the Federal Wholesale Druggists Association in order to enable member houses to aid retailers in operation of their stores, it was decided at the recent annual FWDA annual meeting held at Atlantic City. According to Ray C. Schlotterer, executive secretary of the Association, an outside consultant may be engaged to aid in the collection of statistics vital to a clear understanding of the problems of retail druggists. In addition to this independent step to study drug store economic problems, the NWDA also voted to cooperate with the National Associations of Retail Druggists in that Association's current study of handling costs.

In his address before the convention, Wroe Alderson of the market analysis firm of Alderson & Sessions, emphasized the necessity for a detailed analysis of the operations of smaller drug stores, which would provide figures with which comparisons of earnings and profits from the various departments could be made by other stores. With complete figures available, drug stores of all classes could detect the weak points in their own establishments and take steps to strengthen them, said Mr. Alderson. He reported that his firm had prepared a survey for a trade association covering drug stores in the range of from $70,000 to $170,000 annual volume, and that arrangements have been completed for another study of stores of the highest volume range. However, he said that there still remains a great urgency for a similar analysis of smaller drug stores with an annual volume of from $30,000 to $50,000.

Association President Glen T. Helgren said that a number of members are conducting clerk training clinics and an additional one will be opened during the coming year as part of the retailer-merchandising assistance program. As the result of the fact that the large chains are abandoning their small outlets to independents, Mr. Helgren asked, "Are we facing a trend wherein the small independent, if he is going to be kept in the picture, must be carefully natured by the wholesaler? This does not indicate case goods transactions, or lower overhead; it means increased wholesale services and smaller orders." The small retailer, trying to compete and reduce inventories, is buying hand-to-mouth from many distributors and is demanding additional help and services, he said. Also the druggist cannot be high-pressured with involving a problem of credit risk. Therefore, the wholesaler who must deliver small amounts of a variety of items on credit, is finding that he is being severely squeezed on existing discounts.

Dr. Robert L. Swain, discussing current problems in pharmacy, expressed the view that the antitrust investigation in Washington is about to be discontinued. No evidence has been found to warrant any unfriendly action against the Miller Tydings law, the end of which seemed to be the objective of the investigation, he said. Dr. Swain also expressed the opinion, based on easily obtainable facts, that the nationwide 1949 drug store volume would be little, if any, below the record year of 1948.

Issac W. Digges, attorney and leading expert on fair trade laws, said "a factually supported argument that fair trade increases prices is, in my opinion, yet to be made. The great weight of the available evidence is to the contrary." Mr. Digges reported that principal housewares manufacturer claims that fair trade enabled his firm to reduce prices 66 2/3 per cent to 75 per cent over a fifteen year period. The manufacturer, he said, attributes this to the fact that fair trade "has prevented chaotic market conditions and price wars which result in retailers withdrawing all promotional support, first hiding the line under the counter, and eventually refusing to handle it at all." Taking issue with a national magazine which recently attacked fair trade, Mr. Digges pointed out that the publishers of that magazine would never allow the sale of the magazine below the stated price.

M. M. Zimmerman, editor of Super Market Merchandising, warned the wholesalers that they might miss the boat if they fail to distribute to the supermarkets.

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Therefore the Commission's recommendation is effective to divide this law, on that product basis; and to create a resulting dual administration thereof, which is far worse than the existing one. For it breaks up the administration of the basic law against adulteration and misbranding, which has always been unified for the fundamental reasons indicated; it gives the food law administration to an agricultural agency directed by a farmer, which is contraindicated; and it gives the drug-cosmetic law administration to a hospital agency directed by a physician, which is likewise contraindicated. In doing so it dismembers and wipes out the FDA, whereby its organization, equipment and functions are dispersed between these other agencies. As to the supplemental law against false advertisement, its administration is thus split in a new and more objectionable way; and the same comment applies to the administration of the more important special food and drug laws.

The practical consequences of this recommendation are clear, from the standpoint of that basic law; and they may be described now, as follows: (*a*) The integrated, long experienced and successful FDA administration of this law will end; and it will then be administered by two new, independent and untried agencies, on that product basis. There is no reason to believe that their divided administration will be more efficient; and, on the contrary, there is every reason to expect that it will be less efficient. For example, a dismemberment of the FDA will destroy the structure and impair the morale of its fine professional organization. (*b*) The administrative organization of this law will be duplicated; and as a result its administrative cost will be largely increased. For each of these two agencies will necessarily have its own staff, laboratories and other facilities. (*c*) These agencies will have similar and overlapping regulatory functions. For they will each have the same regulatory purposes, they will interchangeably regulate the same products, and they will equally regulate their products by the same basic definitions of adulteration, misbranding and false advertisement. (*d*) The divided exercise of such functions by these agencies will create administrative and enforcement conflicts, between them. For because they are independent and competing agencies, they will certainly differ more or less in policy, construction and enforcement. Moreover, that divided administration of this law will subject the food, drug and cosmetic industries to a double and conflicting regulation accordingly, where they operate (as they measurably do) in different product fields; and to a regulation by special interest agencies, which will probably create serious problems for them. On the one hand, the food industry will then be regulated by an agency dominated by an agricultural interest that may be preferential; and sponsoring a "grade labeling" policy that is detrimental to it. On the other hand, the drug and cosmetic industries will then be regulated by an agency dominated by a medical interest that may be prejudicial; and one, we may add, which is professionally unfit to deal with the economic problems under this law. The fact is, of course, that its administration should be dominated by a consumer interest alone; and that is why another interest administration is contraindicated.

It follows that this recommendation does *not* achieve the policy which the Hoover Commission was established to accomplish; and that instead it completely reverses such policy. For it divides rather than consolidates executive functions of a similar nature; it creates rather than eliminates duplication of them; it increases rather than decreases the cost of their exercise; and it weakens rather than strengthens the efficiency of their performance. Hence this recommendation is indeed an amazing one, which is difficult to understand and must be rejected.

The Hoover Commission is guilty of two incredible errors in recommending a transfer of the FDA food law administration to the Department of Agriculture. The first error is that it violates the Commission's guiding principle for reorganizing the executive branch, defined in its first report on general management and repeated in subsequent reports. This principle is that executive functions should be grouped according to their major purposes; and that recommendation clearly violates it. For the major purpose of the FDA functions is to serve the consumer and to protect health; whereas the major purpose of the Department functions is to serve the farmer and promote agriculture, as the Commission finds. The second error is that the Commission wholly ignores the fact that President Roosevelt transferred the FDA from the Department of Agriculture to the FSA, under the Reorganization Act of 1939, because of this functional difference. He explained that transfer in his covering message in this language: "The work of the Food and Drug Administration is unrelated to the basic functions of the Department of Agriculture. There was, however, no other agency to which these functions more appropriately belonged until the Federal Security

WHY FDA SHOULD

By CHARLES WESLEY DUNN*

One of the recommendations of the Hoover Commission is that the food law administration of the Federal Food, Drug, and Cosmetic Act be transferred to a regulatory unit in the Department of Agriculture, and that the drug and cosmetic law administration be transferred to a health unit in a new United Medical Administration, which is primarily a hospital agency vested with the Federal Security Administration medical and health functions. The recommendations of the Hoover Commission on this point

*Abstracted from paper delivered before American Bar Association, St. Louis, September 7.

NOT BE SPLIT

include: that the regulatory functions of the executive branch, with respect to foods, drugs and cosmetics, be so transferred to and divided between the two agencies named; that the Food and Drug Administration food, drug and cosmetic inspection activities be correspondingly transferred to and divided between these agencies. The latter recommendation annotates the former one and emphasizes that it principally cleaves the major FDA administration of our national food and drug law.

Agency was created last year." The President here referred to the creation of the FSA under that act, to perform the health (among other) functions of the executive branch. He added that the FDA would have an opportunity to develop along increasingly constructive lines, in this health agency; and that there is need to coordinate some of its health functions with those of the Public Health Service therein. Hence the Commission recommends that the FDA return in major part to the very agricultural agency where President Roosevelt said it did not belong; and his transfer of the FDA from that agency, under a similar reorganization act having precisely the same executive purposes, is entirely disregarded.

Furthermore the Commission's argument for transferring the FDA basic food law administration to the Department of Agriculture will not stand analysis. It is made in the report on that Department and is essentially as follows: *First:* Foods are agricultural products and consequently the Department should have jurisdiction over them. But that argument is fallacious, because foods are consumer products under this law as the Commission then impliedly acknowledges. *Second:* This law was previously administered by the Department; it now administers supplemental food laws; and a separate FSA administration of the former law creates overlap and confuses the public. But that argument is also fallacious, for manifest reasons. They are: it violates the Commission's guiding reorganization principle; it ignores the fact that the Commission is not authorized to recommend such transfer; and it is inconsistent with the supplemental fact that the administration of this law was taken from the Department, because it does not belong there. The truth is, of course, that if the basic food law is appropriately located in the FSA, the supplemental food laws should be administratively consolidated therein. *Third:* The Department will vigorously administer this law, to protect the consumer interest. But that argument is likewise fallacious since it is beside the point, because the Department should not administer the basic food law at all; and also for the reason that this law is better administered by the FDA, in the FSA.

This recommendation is sharply challenged by its own record, because four of the Commission's twelve members wholly or partly dissent from it. For, on the one hand, Commissioners Pollock and Rowe wholly dissent from this recommendation in the reports on social security and the Department of Agriculture. These two public members of the Commission disclose the astonishing fact that no substantial evidence was presented to it, which justifies its recommendation that the FDA administration of the basic food and drug law be so transferred to and divided between the other agencies named. They argue that this recommendation is unauthorized, for the reasons already stated; and they emphasize that such a "splintering apart" of the FDA would result in administrative and enforcement chaos. They also argue that this recommendation is fundamentally unsound, because it destroys the established program for a unified administration of this law, which is indicated and better; and it disintegrates an organization which has efficiently administered such law. Hence they recommend instead that the FDA continue to administer this law in the FSA (or its successor), unless and until careful study indicates that its functions should be placed elsewhere.

On the other hand, Vice Chairman Acheson and Commissioners Aiken and Rowe partly dissent from this recommendation in the reports on social security and medical activities. For they oppose a new United Medical Administration, to which the Commission transfers the FSA health functions including the FDA drug-cosmetic law administration. They recommend instead that the FSA be converted into a Department of Welfare, vested with the health, education and security functions of the executive branch. This recommendation has the significance that it is essentially the one made by President Truman in his first plan under the Reorganization Act of 1949, which the Senate rejected on August 16 by a 60 to 32 vote; and under which the FDA would remain in that Department. That plan was rejected for the asserted reason that it does not comply with the Commission's recommendations on the FSA (which was thus made a Department of Social Security and Education alone) and for a United Medical Administration. But it was actually rejected, for two different reasons. They are, first, a contention that the health functions should be exclusively located in a new Department of Health; and, secondly, the fear that such a Department of Welfare, headed by the present Federal Security Administrator, would be more effectively used by him to promote legislation for socializing medicine. We note here that he strongly opposed the Commission's recommendation of FDA transfer, in his July 14 letter to the Senate Committee on Expenditures in the Executive Departments; and that his oppostion should prevent his transfer.

(Continued on page 601)

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PACKAGING AND SELLING

NATIONAL MAGAZINES

It seems to us in talking to many sales and advertising executives of branded packaged products that are sold in retail stores that national magazines are facing certain critical questions that have not bothered them too seriously in the past.

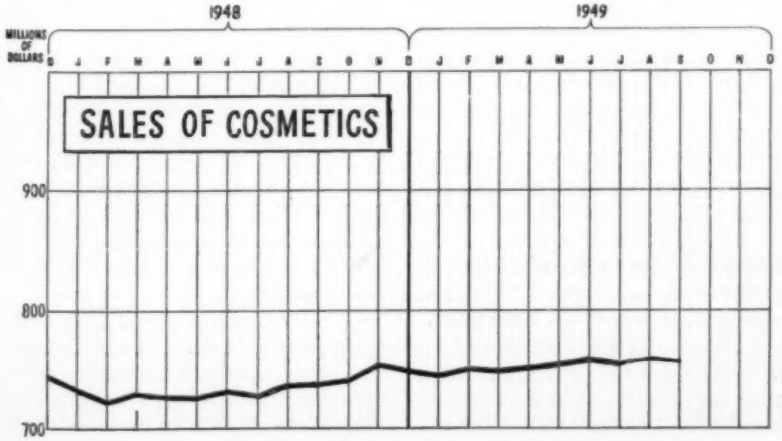
In talking to these executives we frequently hear the word "traditional" creep into the conversation. When one of these men says that he is giving up or cutting down seriously on "traditional" methods of advertising, what he means is that he is getting away from the theory that national advertising in magazines can carry the entire burden of sales effort or will produce the sales the company must procure from the amount of money spent for advertising.

One of the issues that the national magazine must face is the opinion or finding of many executives that the retailer does not understand national advertising or practically always has a very confused picture of it. In spite of very heavy promotion by some national magazines and in spite of all the efforts that manufacturers have made with presentations for salesmen and in other ways, the opinion that national magazine advertising, while it is accepted by the retailer in the abstract as a good thing, is in reality falling down as an impulse for store display, store promotions and store selling.

It is still true that retail cooperative advertising leaves a very sour taste in the mouths of most manufacturers when they discuss this kind of advertising. While cooperative advertising seems to be growing, there is stil a very general opinion among manufacturers that they are normally treated very badly by the retailer in this cooperative advertising, not only in the way the advertising is handled, but even because in too many cases the store fails to coordinate its own selling and promotion effort with the advertising they are participating in. But even with all these faults, cooperative advertising is a very long step forward in procuring retail cooperation compared to the way in which many manufacturers have been able to handle their national advertising.

There seems to be a considerable growth of newspaper advertising placed by manufacturers on a national basis and used as a local leverage for an active promotion. There have been some campaigns during the last year which have been very effective and where the manufacturer has been able to clearly see the advertising operating to produce more sales within a given period.

Retail sales of cosmetics for the twelve months ended with September, 1949 totalled $756,993,000. This compares with $757,220,000 for the twelve months ended with August, 1949 and with $738,525,000 for the twelve months ended with September, 1948.



The other problem that the national magazine is facing is a substantially growing conviction that display and selling cooperation within the store is the best answer to increased sales. There is a very strong growing belief that these critical factors will, more than anything else, be the test of business success. Many manufacturers are coming to the belief that it is better to spend less money in consumer advertising and more money to procure retail display and cooperative selling.

These manufacturers believe that if they can secure this kind of retail favor, they are in the position to lick a competitor who spends all of his money for consumer advertising and who slips in securing as favorable a position in retail display and store selling. Even more than this, there are some manufacturers who have a growing conviction that they can establish their trademark name with the consumer and win national consumer acceptance more vividly and in a quicker way by securing the maximum in retail visibility and cooperation than they could by spending all of their money in national magazines.

National magazine schedules have suffered this year from certain manufacturers who have taken some of the money customarily used for advertising space in these media and used this money for local advertising, tied in with promotions for large display space within the store, and for more favorable attention from the retail clerk.

There is a balance in things like this, but it may turn out that the balance will be a little different than it has been in the past. It may be true that the past has been too leisurely, with too little attention and too little money spent in the front line trenches of the retail store where the battle is really fought and won.

It is also true that these developing trends of advertising thinking must throw part of a problem right back into the laps of the promotion department of national magazines. Whether it will be

possible for many of the large consumer magazines to aid retailers to the point where they fully understand the extent of the number of readers and reader interest of a magazine within the retailers own territory, so that he is willing to think of this magazine as a local medium capable of producing consumer interest among his own customers, very much as is local newspaper, radio or television or any other local medium, will be a tough problem that some magazines may have to solve to maintain their advertising volume at comparable figures with the past.

A Broad Jump in Selling

Armour & Company have just completed an interesting transition in their distribution system for Dial Soap. It will be remembered that when Dial Soap was first introduced to this market, the company decided to seek distribution exclusively in department stores and drug stores.

Dial is a 25 cent soap and it is also a soap that lent itself to a very interesting advertising story and an application that made the type of selling which the department and drug store is capable of rendering of more than normal value. But undoubtedly the primary reason for this decision went a little deeper than the price and character of the soap and the fact that it lent itself so readily to this one type of distribution.

Food outlets do nearly 90 per cent of the soap business in this country. But the food outlet is mass distribution in the most complete sense of that word. It includes many thousands of stores and of these stores very few are capable of, or are interested in, the initiative and the kind of creative selling that we see particularly in the department store.

Food retailers, particularly the supermarkets, are not particularly interested in a product unless a substantial consumer demand exists for that product, a demand which they can profitably make use of with very little sales effort beyond their superb ability to attract traffic, to set-up display and to arrange for customer convenience.

Because Armour's new product had value and was advertised in a very forceful, aggressive way in newspapers, distribution through department and drug stores was readily acquired. This kind of distribution when it is successful and secures momentum and store preference always gives a substantial degree of prestige and reputation to the product.

It may be assumed that Armour executives have now decided that they have secured a high degree of consumer recognition and reputation and that they have also acquired a high degree of retail reputation, but in moving over so generally into the grocery field they must realize that they are sacrificing and throwing overboard to a very major degree their position in the department and drug store. With the fair-trade price of 25 cents, Dial is now considerably above the average price line of all competing soaps in food stores. But they have an added plus in Dial that consumers have already proved justifies this added price.

Armour's new distribution must call for greatly expanded advertising because they will no longer receive much more sales help from their retailers than complete avail .bility for the consumer and store display. By this move they have left an opening in the kind of distribution that has very real ability to sell. It will be very interesting to watch what happens in the field of deodorant soaps.

Perfume Advertising

It is a remarkable tribute to the Perfume Foundation that in so short a time after its birth it should have brought so much influence to bear on the thinking of perfume manufacturers in regard to their advertising.

It may be that the research conducted by the Foundation and the conclusions drawn from this research came at a time when most perfume manufacturers had already come to the uneasy conclusion that something was wrong with their own advertising and that all perfume advertising seemed to have run off the track and was largely failing to produce. Even if this were true, it is still a remarkable tribute to the Foundation that so many manufacturers changed abruptly the advertising formula that they had been pursuing for many years and have begun to adopt a theme which, with all its variations and individually tailored approach, is still basically the theme laid down by the Perfume Foundation.

It would be difficult to find hardly anyone in the industry who does not concede that the new perfume advertising appearing in magazines is infinitely superior to the character and appeal which has prevailed in perfume advertising over the past many years.

A notable example of this new advertising is the new Coty campaign in color pages which is just beginning to appear in magazines. Coty has adopted a new phrase, "More Pleasure from Fragrance, More Fragrance for Your Pleasure." The copy proceeds, 'Perfume has one purpose in your life—to give pleasure. It should please you with the sense of well-being it brings, and please those in your company as its aura spreads about you. Enjoy your favorite fragrance all day long, in all its forms. Each version has its appointed place in your daily charm routine. Each does its share to increase your delight in fragrance."

Cosmetic Opinions

The Associated Chain Drug Stores in convention had their day for cosmetics with some very illuminating talks. Gerry Fowler, General Sales Manager of Hudnut Sales Company, told the industry to expect a billion dollar year for cosmetics if they would get on the job and do some real selling.

Pierre Harang, Vice President and Sales Manager for Houbigant, stated that any drop in the sale of perfumes, as an aftermath of war-time, did not prevent the entire fragrance branch of the industry from maintaining its full sales volume. Pierre also told the Chain Store Executives a very wholesome truth that many people in the manufacturing branch of the industry have been longing to say for years. He stated that too many retailers, particularly among the larger retail units, had fallen too deeply into the bad and unbusinesslike procedure of buying concessions instead of merchandise, and that they were forgetting that the products which had a sustained life and growing preference with the consumer were not attaining this by retail concessions but through inherent quality in the product.

Charlie Revson, the President of Revlon, told the audience that color has been more and more responsible for merchandise success in many branches of industry and that color and design would become more and more a determining factor in securing public favor. Charlie did not think it at all impossible that such ordinary household utilities as sugar would some day depart from its monotonous white character, and that people might even get tired of the monotony of looking out the front window and seeing the same shade of green on the front lawn for every house on the block.

R. N. W. Harris, President of Toni, stated that he did not expect consumer advertising to create a demand, but he felt that it would create a product recognition. Mr. Harris has concluded, from

his own personal contacts with retailers, that display is the essential factor in concluding a final sale developed by advertising, and that many retailers have failed to take a scientific attitude toward display. What Mr. Harris meant by this and explained is that if a product demonstrably controls 10 per cent of the market, it should have twice the area of display in a retail store than is given to a product that controls five per cent. This of course is purely super-market thinking. It is also the kind of thinking that the dominant leader in any branch of the industry always arrives at with passionate sincerity. However, if this kind of thinking were applied on a mathematical basis in a retail store without consideration for numerous other sales intangibles, the results might not be an entirely happy one for a retailer.

This sort of precedence would tend to freeze retail display and selling to a point where all retailers would become identical automats. It would tend to deny or to minimize the customer's right to variety and selection in her shopping. But much more important, it would deny to retailers the continual succession of promotions with new products and that dynamic flow of products on the way up which give an air of alertness, difference and something happening which is so important in attracting retail traffic.

Not so Old Fashioned

Synthetic cherries will soon arrive in this country from Britain. As far as we can recall, this is the first synthetic attack on natural food.

"Chellies" are composed of sugar and glucose and covered with a thin insoluble, edible skin made from seaweed gathered in the Orkney Islands. Juices from natural Morello cherries give the product its flavor.

Since the first immediate and volume market is the cocktail, maybe there should be a movement to change the name of one of America's favored drinks, the old fashioned, to a name more suggestive of this new era.

Plastic Promotions

Monsanto Plastics are being merchandised in the kind of effective and coordinated publicity campaign that is rarely applied to an industrial raw material fabricated by many other independent manufacturers.

The Lustrex label provides the identification trade-mark which makes this campaign possible. These labels are supplied without charge by Monsanto for products tested and approved by the Monsanto Evaluation Committee. This committee takes into consideration merchandising aspects as well as technical evaluation to make sure that the products will give customer satisfaction.

The Lustrex name is given wide publicity in consumer advertisements which provide the focal point for an extensive retail store tie-up including window trims, counter displays, publicity and a Monsanto plastic merchandiser, all of which are furnished to retail stores. These coordinated promotions with the plastic fabricators in retail stores include the plastic picnic promotion, plastic housewares and in November will be staged the national promotion on plastic toys.

Things to Come

The chapter "Potentials of the Next Century" taken from the book "Controlling Factors in Economic Development" by Harold G. Moulton, president of the Brookings Institute, and published by that institution, has some very interesting things to say about the future of the drug and cosmetic industry.

This is a book that has very little patience with the theory that America has lost any of its dynamic growth. The book shows that far from reaching the end of the technological revolution of the last 50 years, America is in an accelerating phase of growth and expansion.

The question posed in this chapter is this: "So far as the national resources and productive capacity are concerned, might the United States a century hence support a population doubled that of the present day on a plan of living eight times as high as that now prevailing."

In discussing attire and personal care, Mr. Moulton says: "Scarcely less important than shelter and home maintenance in the family budget are the outlays for attire, adornment and personal care." Included here are clothing and footwear, jewelry and toilet articles, which also include the service elements such as cleaning and repairing, the services of barber shop, beauty parlor, etc. The projected increase in expenditures for attire and personal care was something like 20 fold. This does not mean an exact increase in the quantity of materials required although there will be a very large increase in per capita consumption. Increase also will be in prices because of developments in design, etc.

Having in mind a doubling of the population and the increasing number of articles purchased by each person, it would seem that something like six to 10 times the quantity of materials might be required.

Indications are that this doubled population with increased standard of living will spend something like 30 times more for health and education. This will mean a draft of something like five to six fold increase upon natural resources and an enormous increase for the services such as doctors, nurses, teachers and administratives.

While we may look forward to this enormous increase in the United States 100 years from now with satisfaction tempered by the realization that we will not be here to witness it, we should keep in mind that this will be a progressive development, and that each decade or even each year, with certain variations and fluctuations, is looking toward that objective and participating in the proportional increase.

This book leaves very little doubt in anyone's mind that business in America is in a period of dynamic growth.

Fabulous Drug Store

There is a drug store which is rapidly gaining the name fabulous. Part of the reason for this name is because this store is located in "The Shamrock" which has been widely heralded in the press during the last several weeks as America's newest, most beautiful and most fabulous hotel.

This drug store was custom-designed by Robert D. Harrell, who designed all the interiors for the Shamrock. The interior of the drug store is in International Modern, the same as used for the hotel, and the color combination is bleached oak and aquamarine. A mirror, which extends the full length behind a soda fountain which can accommodate 21 people, is decorated with a glass mural of a flower arrangement resembling a calla lily in gold and aqua.

The store measures 48 x 64 feet and has a entrance to the South Promenade of the Shamrock which leads from the lobby to the swimming pool.

Jack Harper, the manager, owns another pharmacy outright in Houston, and was for years a salesman for the Southwestern Wholesale Drug Association. Doug Stewart and W. E. Wren are in charge of drugs, medicines and the prescription department.

The perfume and cosmetic department is the largest department in the store and has been handled so as to

"*there's a* **Bonus** *in doing* **Business** *with* **National Can**"

You get ample supply . . .
able service . . . when

NATIONAL CAN

is your source of

METAL CONTAINERS

When you contract with National Can, you get more than an ample and unfailing supply of quality metal containers. You get a further bonus in the form of National Can service — service that helps you protect against mechanical breakdown and bacteriological spoilage.

Turn to National Can for metal containers of all sizes and shapes—for packaging foods, cosmetics, drugs, paints, oils or any substances that require the added protection or lithographed sales appeal of metal. For with National Can you benefit through the accrued experience of nearly fifty years in container manufacture. Applied to your needs by our skilled and closely cooperating service departments, this experience will serve you well—whether selecting or designing a container for your present product, or preparing to package a new product.

Invest a few minutes of your time to learn fully how National Can supply and service can pay off for you. Just call or write our nearest sales office or plant.

NATIONAL CAN

CORPORATION

Executive Offices: 110 EAST 42nd STREET, NEW YORK 17, N. Y.

Sales Offices and Plants: Baltimore, Md. • Chicago, Ill. • Maspeth, N. Y. • Hamilton, Ohio • Boston, Mass. • St. Louis, Mo.

7539

make this department the main interest. Three trained cosmeticians are in charge of this department. All display counters are of oak finish, polished to a pinkish blonde cast and are custom built. Special continuous tube lighting inside the cases gives a daylight appearance to the articles, yet gives a great deal more lustre than ordinary neon.

Shipping Cost Influences

One of the very serious problems of sales managers in many industries is that the territory in which they can sell at a profit has shrunk to considerably smaller dimensions. The reason for this is the enormous increase in the cost of transporting merchandise, whether by freight or by any other method. In the case of certain very heavy industries, such as cement, fertilizer, etc., this shrinkage in territory places a definite fixed circle around the factory, in which the radius to any one point may be 100 miles or more shorter than it was before the war.

Almost every industry must take into consideration this question of drastically increased shipping costs. This is bound to be a competitive and economic factor of very substantial importance. One place where this problem must direct increasing attention is in the field of packaging. Another direction for serious consideration is the division of manufacturing into smaller units placed geographically so that it is either nearer to sources of supply that involve heavy shipping charges or nearer to distribution points in territories far from the central factory.

It may be that the cost involved in shipping will encourage the development of localized private label companies situated in territories that would not support a branch factory, but which would appear to offer a manufacturer a production price that will mean a distinct advantage to his own cost of production plus freight.

Eighteen Hours and Independence

It is said that the average cost of drug store operation has jumped 100 per cent since 1944, while dollar sales have climbed 65 per cent.

For instance, in San Francisco clerks in drug stores are paid $208.00 a month as against $135.00 pre-war. Wages in other parts of the country have climbed less steeply, but they are still too high to give chains the operating advantage against the small store which they had when Mr. Patman was burning up the rails and frothing at the mouth.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing sales for the month of August 1949 as compared with the same period on 1948.

	Department Stores	*Drug Stores*		*Department Stores*	*Drug Stores*
Atlanta	–3	–6	Minneapolis	–13	–1
Baltimore	–6	0	Milwaukee	–7	–2
Birmingham	–16	+1	Newark	–6	–2
Boston	+4	+4	New York	–6	+1
Chicago	–6	+2	Philadelphia	–3	+9
Cincinnati	–8	–1	Pittsburgh	–12	0
Cleveland	–7	–8	Providence	+1	–2
Dallas	–4	+7	St. Louis	–4	–2
Detroit	–4	+1	San Francisco	–2	–9
Los Angeles	–9	–5	Seattle	–7	+2

The small, individual store where the owner has little interest in the eight hour day now has a distinct, competitive advantage. This is one of the basic reasons why most of the large chains are now in the process of reducing the number of stores. It has long been evident that the trend of the drug chain is in the direction of the super-market, with emphasis on the semi-department store type of operation.

The way this is working out is shown in a recent report that the Owl-Rexall's two present super tores in Berkley, California now do half again as much business as its five smaller outfits did in that city two years ago.

Seasonal Sales

According to the Federal Reserve Bank of New York, department stores did 24 per cent of the year's business in November and December in 1948 as compared to 25.2 per cent in 1947. The same figures show a similar decline in toilet articles and drug sundries, which in 1948 did 20 per cent in these two months. Many companies in the perfume and cosmetic industry, particularly the perfume houses, will do 60 per cent or more of their business in these two months. This figure of 20 per cent given by the Federal Reserve Bank is for the entire department in the Department store. This includes in many stores drugs and drug sundries, and in other stores where this department is not included, a very large number of staple toilet articles which substantially lower the average for Christmas business.

However, it is interesting to note the departments which do 25 per cent or over of their business in the two Christmas months and which, therefore, reflect the chief competition of the perfume and cosmetic manufacturers for Christmas business. These departments include: handkerchiefs, 29.8; women's and children's gloves, 25.3; negligees, robes and lounging apparel, 26.3; stationery, 23.6; men's furnishings and hats, 26.

Other departments which are normally thought of as good Christmas departments fall below this average. These are, handbags and small leather goods, 21.7; silverware and jewelry, 20.6; books and magazines, 20.8; sporting goods and cameras, 23.5; candy, 20.5 and wines and liquors, 21.7.

The interesting thing about this whole report is the fairly even distribution of the consumer dollar over a wide variety of consumer goods.

In the same way the moderate fluctuation in seasonal purchasing with a peak in December buying, over an average spring or fall month is equally interesting.

The following table, based on Federal Reserve Bank figures, shows the percentage of total department store sales month by month over the last three years:

Month	*1946*	*1947*	*1948*
January	6.2	6.7	6.8
February	6.1	6.1	6.3
March	8.1	8.3	8.4
April	8.6	7.9	8.0
May	8.4	8.4	8.1
June	8.4	7.9	8.5
July	5.9	5.8	5.8
August	7.3	6.1	6.2
September	7.6	8.3	8.4
October	7.6	9.3	9.5
November	11.1	10.5	9.8
December	14.7	14.7	14.2
Year.....	100.0	100.0	100.0

NEW PERFECTION
DROPPING PARTS
meet EVERY
"Satisfaction Test"

QUALITY	A-1
UNIFORMITY	A-1
PERFORMANCE	A-1
CLEANLINESS	A-1
SERVICE	A-1

#1

Non-rolling, extra-depth, Bakelite cap; thick-flange rubber bulb; Saftee-ball glass.

#3

Regular plastic cap; thin flange rubber bulb; semi-blunt glass.

#4

Metal cap; AMEKINE oil-resisting synthetic rubber bulb; blunt glass.

They're A-1 with your customers, too . . . assuring you repeat sales!

When you sell a product that pleases and satisfies your customers, you're assuring yourself of their goodwill and continued patronage. New Perfection Dropping Parts help to give you that kind of a product. They are convenient, attractive, dependable—manufactured and assembled under careful and constant inspection to assure the highest possible quality.

RUBBER BULBS are supplied in many styles and colors. Non-swelling AMEKINE synthetic rubber is used for oil preparations; natural rubber is supplied for other products.

CAPS of plastic or metal can be furnished in a complete range of sizes and colors.

DROPPER GLASSES are available in a wide variety of styles and sizes; plain or CALIBRATED in any color to mark specific dosages.

• • • • •

We can make up dropping parts to fit your own bottles or we can supply bottles in an attractive modernistic style in Amber, Blue, Green, or Clear glass, complete with dropping parts, in the following sizes: 2 cc, ⅛, ¼, ½, 1 and 2 oz.

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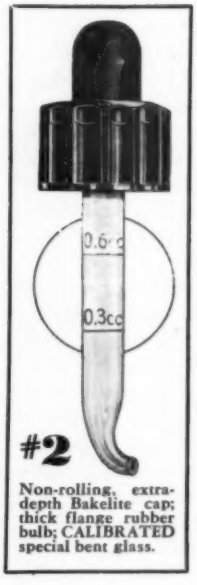


#2

Non-rolling, extra-depth Bakelite cap; thick flange rubber bulb; CALIBRATED special bent glass.

Write for Samples and Quotations

PENNSYLVANIA
GLASS PRODUCTS CO. INC.

"Glass Goods of the Better Kind"

430 N. CRAIG ST. • PITTSBURGH (13), PA., U.S.A.

New Products and New Packages

ABBOTT LABORATORIES announces the development of Cobenzil, a new pleasant tasting cough syrup soothing to the upper respiratory mucous membrane.

Another Abbott development, the Manolator, a sifter cartridge insufflator, permits the physician to apply penicillin powder topically, using either his office air pressure line or a hand bulb.

ARMSTRONG CORK COMPANY has released a new capsule vial under the name of Armstrong's Label-Rite Capsule Vials. The vials are designed with a snap-on cap and are designated for dry prescriptions.

BONNE BELL, INC., has announced the introduction to the market of its Triangle Years Special, a combination of Plus 30 Cream and Plus 30 Lotion for enhancing complexions that have put in over thirty years of service.

BRISTOL LABORATORIES, INC. has prepared Paladein, a soothing expectorant for coughs due to colds which contains terpin hydrate with codeine plus additional agents for liquefying the bronchial secretions.

Name changes recently were announced on two Bristol products. Mytinic replaces Vytinic, and Jenettes replaces Penettes.

CIBA'S recently announced Carmethose, the new antacid introduced in tablet form, is now available in a palatable liquid form containing a 5 per cent solution of sodium carboxymethylcellulose.

DAVIS AND GECK, INC., have introduced Atraumatic needles in combination with non-boilable catgut designed to meet requests for smaller needles for obstetrical, intestinal and general closure use.

DERMETICS January promotion will feature a special gold package containing their Reincarnate Your Beauty program for mature skin. The package will contain one ounce each of Reincarnation and Ageless Hormone Oil.

FABERGE has designed a purse accessory, the Fabergette Pursette, which contains two perfume applicators set in separate compartments with a choice of Faberge odors.

IVES-CAMERON COMPANY, INC. is ready to market Trochons, a combined anesthetic and antibiotic which is said to give almost immediate relief in minor infections and irritations of the throat and oral cavity.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY has prepared Aureomycin Hydrochloride Intravenous, an aureomycin solution designed for emergency use when patients are unable to take oral medication following gastrointestinal surgery, but have immediate need of a high therapeutic blood level of aureomycin.

A new member of the vitamin B complex group, Inositol, has been introduced to the extensive Lederle line. Also in response to popular demand, Vi-Magna Syrup reappears on the market with a change of formula that increases its stability.

THE NORTHAM WARREN CORPORATION has introduced a new size of Cutex Cuticle Remover in a newly designed package.

NORWICH PHARMACAL COMPANY is introducing Teek, a new cherry flavored cough syrup with codeine, for children and adults, packaged in three-ounce bottles.

SHARP & DOHME have released three new products, Neotresamide tablets, an effective triple sulfonamide combination which reduces renal complications to a minimum, Olothorb Capsules, a preparation which accelerates the absorption of fat in the small intestine, and Lucorteum Solution. The last mentioned is a pure crystalline progesterone solution for the relief of menstrual distress and the prevention of abortion.

THE UPJOHN COMPANY has introduced Depo-Penicillin, Fortified, a sterile suspension used in the treatment of infections caused by penicillin-susceptible organisms and Baci-Troche, used for the treatment of Vincent's infection and other mild acute superficial infections of the mouth and throat.

WHITTIER LABORATORIES is now marketing Caubren Compound, an antihistaminic for use in fighting the common cold, which is available in a 20-tablet, prescription-size vial.

WINTHROP-STEARNS INC. has added a new flavored oral amino acid preparation to its Essenamine group which is to be used in restoring nitrogen balance in patients needing amino acid therapy.

Winthrop-Stearns' Pontocaine now is being supplied in an improved container which facilitates the administration of the solution.

WYETH, INC. has produced Pondets, a new penicillin product, in the form of fruit-flavored, hard candy troches which dissolve slowly in the saliva maintaining antibacterial action for thirty minutes.

Wyeth's rubefacient counterirritant product indicated for the relief of arthritic pain, formerly called A-M-B-C Ointment, now appears under the name of Lembrose, Methacholine Chloride Ointment, Wyeth.

LINER RETAINED—
SEAL MAINTAINED
with ANCHOR PLASTICAP*

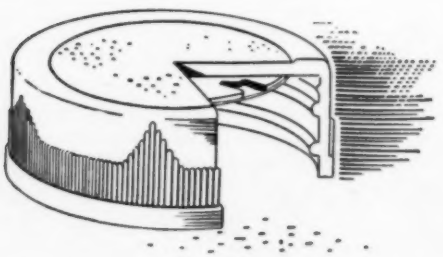
THE *Anchor* Plasticap is distinguished from ordinary styles of molded caps by a patented liner retaining ledge and recess. This, in addition to permitting the use of a full size liner which completely covers the sealing surface of the container, holds the liner flat, allows it to rotate freely, prevents buckling, wrinkling and creeping, and assures a dependable airtight, leakproof seal until contents are consumed.

The Plasticap is impervious to acids, alkalis, moisture, heat, cold, alcohol, oil and other destructive agents. It will not rust, corrode, swell, dry out or shrink.

And it adds definite sales appeal to your package. It is easy to remove and replace and protects contents until entirely consumed.

Samples for test purposes furnished on request.

*Trade-Mark



ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

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*Reg. U. S.

PALLETIZING AND WAREHOUSING require strong Anchorglass*

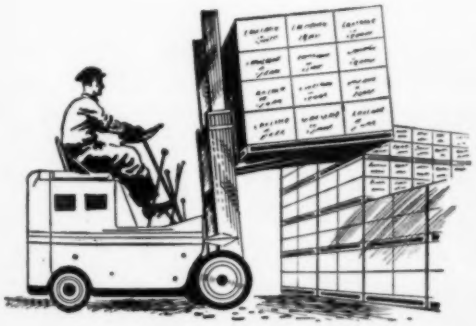
IN modern handling and warehousing, containers must be strong. Not only must they protect their contents but they must support the weight of many filled cartons.

Anchorglass Containers are strong. They're uniformly made—uniform heights are maintained. They're designed for added strength. They're properly annealed. Everything possible is done to make them strong. Constant laboratory tests and inspections give assurance that every one will be strong and uniform.

Stack your filled cartons ready for shipment. *Anchorglass* Containers will support them.

All standard styles, capacities and finishes, in crystal, amber or emerald green glass are available. Ask us for samples and quotations.

*Reg. U. S. Pat. Off.



ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

Stock Bottles

that give your package

INDIVIDUALIZED DISTINCTION

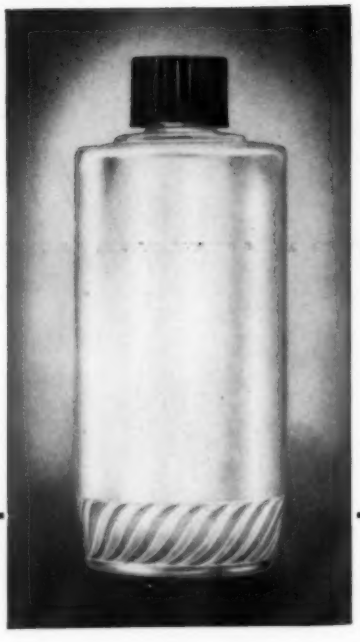
-available in all popular sizes

Add glamor and distinction to your package, without the costly investment of special design, by selecting one of the many artistic Swindell stock bottles . . . The four bottles illustrated are representative of a wide variety available for your choice . . . in sizes ranging from 1/8 ounce to 16 ounces.

SWINDELL BROTHERS
BALTIMORE, MD.
200 Fifth Ave., New York - Roberto Ortiz, Havana, Cuba

When you think of bottles, think of

Swindell



This flint glass, machine made bottle is identified as No. 434 in the Carr-Lowrey Line.

Its graceful contours and restrained decorative treatment recommend it as a suitable container for better quality perfumes and cosmetics.

A Carr-Lowrey representative will give you full information about this number or suggest other containers from our wide assortment of stock designs.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 40 W. FORTIETH ST. • *Chicago Office:* 1502 MERCHANDISE MART

Osmodor

Coeur de Rose

4146

The rose base for
perfumers . . . . . .
stable, true, strong.

SCHIMMEL & CO., Inc., 601 West 26th Street, New York 1. N. Y.

NEWS...

Gampfer Heads Wm. S. Merrell

Nelson M. Gampfer was elected president and general manager of The Wm. S. Merrell Company at a meeting of the board of directors in October, marking the first time in the 121-year history of the company that the presi-

NELSON M. GAMPFER

dency has been held by any one outside the Merrell family. Mr. Gampfer succeeds Thurston Merrell, president since 1937, who will continue actively with the company as chairman of the board of directors.

Victoria, Ltd. Purchased

Harry B. Hagler, president of Associated Brands, Inc., announces the purchase of Victoria Ltd., which offers perfumes, cologne, toilet water, bath oil and sachet under the brand names of Vice-Versa and Et Cetera. Both lines have just undergone complete repackaging and restyling, according to Mr. Hagler, who states the next phase of the program will be an intensive research and market planning survey to prepare for promotion and distribution of the products.

Also made known was the purchase of the Delettrez Beauty Products Line from Universal Laboratories of New York.

Pedia Products, Inc. Is Bought

Dr. Marvin R. Thompson, president of Marvin R. Thompson, Inc., announces the purchase of The Pedia Products Corp., Port Washington, N. Y. New officers of Pedia Products are Dr. Thompson, president; Roland P. Roy, vice president, and Nicholas J. Accousti, secretary and treasurer.

Stolk Named Director

W. C. Stolk, recently elected executive vice-president of the American Can Company, has been made a director, according to D. W. Figgis, chairman of the board. Mr. Stolk succeeds James B. Taylor, a board member for twenty-seven years, who has retired because of ill health.

Evans to Receive 1949 Medal Award

Ralph L. Evans, president of Evans Chemetics, Inc. and Evans Research and Development Corporation will re-

RALPH L. EVANS

ceive the 1949 Medal Award of the Society of Cosmetic Chemists at a dinner meeting in his honor at the Savoy Plaza Hotel in New York, December eighth at 7 p.m.

F. Reinitz & Co. Changes Hands

Denis I. Duveen, formerly managing director of Ash Laboratories, London, recently became president and owner of The Reinitz Soap Company (name changed from F. Reinitz & Co.). During the war Mr. Duveen held the post of Technical Assistant to the Director of the Ordinance Ministry of Supply. He is a fellow of the Royal Institute of Chemistry. There has been no change in the personnel of the company or in the operation, according to the president, who states that David J. Warner continues as sales manager.

SKF Announces Staff Additions

Dr. James F. Kerwin, senior chemist at Smith, Kline & French Laboratories, has been promoted to the post of assistant head of the Organic Chemistry section and will work under Dr. G. E. Ullyot, section head. The pharmaceutical house also announced the following additions to its staff in the research division. John J. Toner and Robert E. Dailey have joined the Pharmacology section; Doris N. Aitken and Ellis S. Rump, Jr. have been added to the staff of the analytical section; Marguerite Burke, physical chemistry section; Roland W. Erling and Dr. Martin E. Synerholm, the chemical development section; Peter M. Williams, the organic chemistry section; Mary F. Sax, the biochemistry section; Robert H. Tully, M.D., the literature research department as head of the clinical and biological sciences section; Dr. Matthew C. Hunter and F. Fane Smith, the bacteriology section; David Mattichak, the pharmaceutical chemistry section; and Richard L. Young has been added to the research division as a trainee.

Miller On Hooker Sales Staff

Harris C. Miller has been promoted to the sales staff of the Hooker Electrochemical Company and has been assigned to the New York City Sales area with headquarters at 60 East 42nd Street.

Smith Named President J. T. Baker

Marion W. Smith has been elected president and general manager of J. T. Baker Chemical Company, succeeding Herbert H. Garis, who continues as a member of the board of directors. Dr.

MARION W. SMITH

Joseph R. Stevens, Technical director; Robert R. Wittenberg; and Leslie W. Garner, treasurer and comptroller, were previously elected to the Baker board at a stockholders meeting.

Fly to Mexico

Dr. D. K. Kitchen, vice-president of Bristol-Myers Co. and medical director of Bristol Laboratories, Inc. and Dr. Charles R. Rein, New York, flew to Mexico City in October on the invitation of the Mexican government. These men are concluding a clinical study which has been carried out under their supervision for the past year on the treatment of the disease pinto, using procaine penicillin in oil with aluminum monostearate.

Emil Klarmann Honored by Banquet

Dr. Emil G. Klarmann, chief chemist and vice-president in charge of research at the Lehn & Fink Laboratory, Bloomfield, N. J. was given a banquet in Montclair last month in honor of his twenty-five years with the laboratory. One of the gifts presented to him was a surrealist caricature portrait, done by Dr. Vladimir Shternov, a research colleague. Austrian-born Emil Klarmann began his work with Lehn & Fink in 1924 by accepting a "temporary" position, shortly after arriving in this country from the German university Halle, where he had taught biochemistry. The work proved so interesting, however, that he gave up his academic career, concentrating on research work in the fields of antiseptics, disinfectants, and sanitation, in which he has become a recognized authority.

Colton Appointments

Gustie Stevenson has been appointed chief engineer for Arthur Colton Company, according to Howard N. Maynard, president, who simultaneously

GUSTIE STEVENSON

announced the appointments of Al Kath as chief development engineer and Kenneth E. Rogers as assistant director of sales.

Magnus on Commerce Committee

Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., has been made associate chairman of the Commerce and Industry Committee for Manhattan, as stated by General E. F. Jeffe, Greater New York Chairman, 1950 Red Cross Fund Raising Campaign. Joseph A. Martino, National Lead Company president, will serve as co-chairman with Mr. Magnus.

Dr. Emil G. Klarmann, Lehn & Fink Laboratory, and Mrs. Klarmann, receive from Dr. Vladimir Shternov, bacteriologist, a surrealist caricature portrait of Dr. Klarmann at a banquet given in Montclair, N. J. in honor of his 25-year association with the drug and cosmetic firm. The thermometer represents research, while the loose papers stand for numerous writings and speeches made by Dr. Klarmann. Mottled background (red flame) represents energy with which Dr. Klarmann approaches research problems.

Fragrance Foundation Holds Elections

The Fragrance Foundation, Inc. held its first election of officers October 17, at a meeting in the Wedgewood Room of the Waldorf-Astoria, New York. J. S. Wiedhopf, president of Parfums Ciro, who has been chairman of the Committee on the Use and Marketing of Perfume Products (forerunner of the Fragrance Foundation) which incorporated the Foundation last June, was named president of the organization. The other officers include Oscar Kolin of Helena Rubinstein, Inc., as vice-president; A. L. van Ameringen of van Ameringen-Haebler, Inc., secretary; and Samuel Rubin of Faberge, Inc., as treasurer. Eight directors will serve varying periods of 3-year, 2-year, and 1-year terms as follows: Jean Despres, Coty, Inc., Pierre Harang, Houbigant Sales Corp., and J. I. Boses, D'Orsay Sales Corp. were elected for 3 years. H. Gregory Thomas, Chanel, Inc., Paul B. Russell, Lucien Lelong, Inc., and Frazer V. Sinclair, Drug & Cosmetic Industry, were elected for two years, while Carl W. Gardiner, Elizabeth Arden Sales Corp. and H. L. Brooks, Alexandra de Markoff Sales Corp. will remain on the board until May, 1950, the beginning of the organization's second year.

According to the by-laws of the Fragrance Foundation, the president and executive vice-president of The Toilet Goods Association (Charles A. Pennock, president of Hudnut Sales Corp. and S. L. Mayham, respectively) automatically become board members.

Chem. Salesmen's Xmas Party

The Chemical Salesmen's Association will hold a Christmas Party at the Hotel Astor on December 14.

CIBS Plans Xmas Party

A Christmas party will be held at the Hotel Warwick by the Cosmetic Industry Buyers and Suppliers on Saturday, December 10. Cocktails will be served from 3 to 7 p.m.

Heads Westvaco Market Research

C. M. Miller has joined the Technical service division, Westvaco Chemical Division, Food Machinery and Chemical Corporation, New York, where he will be in charge of market research. He was previously connected with the chemical department of the General Electric Company and with Socony-Vacuum Company.

Named V.P. in Charge of Sales

Donn R. Court was elected vice-president in charge of sales at the September meeting of the board of

DONN R. COURT

directors at Cutter Laboratories, it was announced by Dr. Robert K. Cutter, president.

Harrower Lab. Moves Plant

In line with its expansion program, Harrower Laboratory, Inc., will move its production and research facilities, now in Glendale, California, to St. Louis, while the executive offices will be set up in Jersey City, New Jersey. These changes are expected to be completed by the end of this year, although Harrower will continue to operate a branch on the West Coast. The construction work now under way at the new quarters will provide more than three times the space available at Glendale for production and research.

Carling Ass't Sales Manager

Elmer Carling has been appointed assistant sales manager of the pigment department, American Cyanamid Company, Calco Chemical Division, according to Leo Sklarz, sales manager. Mr. Carling will be succeeded in his former post of eastern regional sales manager by Clifford D. Siverd. Also made known was the appointment of John Dietze as a sales representative in the metropolitan New York territory.

Dow Chemical Buys More Land

The Dow Chemical Company will purchase 250 acres of land along the Ohio river in the vicinity of Ironton, Ohio, according to Dow officials, who indicated that the transaction was "regarded simply as a stand-by site for possible future chemical production." The company took options on the tract about a year and a half ago.

Join Kessco

Maurice J. O'Connor has been named sales manager of the recently formed Kessler Chemical Co. sales affiliate,

MAURICE J. O'CONNOR

Kessco Chemicals Corporation, while Stanley F. Choate has been placed in charge of the recently opened Chicago office. Kessco will continue to be represented in the New York area by W. W. Angus, Inc.

Married

J. Hillary Herchelroth, distributor for Cresp-Martinique Grasse, France, and Helen Dura, dress designer, were married October eighth.

Powell Names Representative

Nassau Chemicals, Inc., 420 Market Street, San Francisco, has been appointed Pacific Coast representative of John Powel & Co., Inc., according to H. Alvin Smith, executive vice-president, who states that this virtually completes Powell's expansion program.

Named to Chemical Society Post

Dr. Kenneth N. Campbell, professor of chemistry in the University of Notre Dame, has been elected chairman of the division of medicinal chemistry of the American Chemical Society and succeeds Dr. Leon A. Sweet, director of research of Parke, Davis & Company. Dr. M. G. Van Campen Jr., assistant scientific director of the Wm. S. Merrell Company was chosen vice-chairman of the Division, while Dr. Richard O. Roblin, Jr., director of chemotherapy research of the American Cyanamid Company was named secretary-treasurer. Dr. Roblin and Dr. Campbell will serve as division representatives on the Society's National Council.

Drug and Chemical Dinner

The next regular dinner meeting of the Cincinnati Drug & Chemical Association will be held November 17 at 6:30 p.m. at the Hotel Alms. Arrangements have also been completed for the annual Christmas dinner dance which will take place at the Cincinnati Club on December 3.

H. E. Hattersley of Solvay Sales Corporation retained the Governor's Trophy in the Cincinnati Club's annual golf tournament which was held on September 9.

Retires From Amer. Ferment

Clarence F. Gemmill, Pacific Coast manager of the American Ferment Company, Inc., retired October 1 and has been succeeded by E. M. Wertz, formerly a supervisor attached to the Dallas, Texas, office.

R. O. Lohrberg, executive vice-president, Henry K. Wampole & Company, presenting award to laboratory employees, Matilda Schaefer and Frank G. Haring, in recognition of fifty years of faithful, loyal service to the company.

a new and distinctive perfume oil to add high-fashion appeal to your lower-priced products.

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Send for a sample of Flordine and then compare it with other perfume oils for quality—*and for price!* We are sure you will agree that it is one of the most remarkable concentrated Perfume Oils ever offered perfumers at such exceptionally low cost. Flordine has the haunting, pungent fragrance found in the finest perfumes. It possesses all the necessary fixative properties to make it long lasting in the finished products.

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Burroughs Wellcome Appoints

Burroughs Wellcome & Co., has announced the appointments of J. A. Santangelo as manager of export sales; William F. Davis as manager of the distribution unit, Tuckahoe, N. Y.; Ross J. Ferrar as manager of the domestic sales department, and Theodore R. Holmes as manager of the marketing department.

J. A. SANTANGELO

WILLIAM F. DAVIS

ROSS J. FERRAR

THEODORE R. HOLMES

Armstrong Named Chairman

Bob Armstrong of Goldschmidt was elected chairman of the nominating committee at the October luncheon meeting of the Cosmetic Buyers and Suppliers Association. The following were elected to the committee's membership: W. S. Fairhurst, Tombarel; H. R. Miller, White Metal Mfg. Co.; Ernest Sloan, of Milkmaid; Joe Pickard, Robinson Wagner; Dave Clark, Drug Trade News; H. N. Anderson, Kohnstamm & Co., and Everette Alexander of Germaine Monteil.

Resigns from Emerson Drug

Walter B. Smith resigned from the Emerson Drug Company September 30 to specialize in the syndicate store and chain drug fields. He had been sales manager for the eastern division.

Buck Named Manager

Ralph D. Buck has been appointed manager of the Industrial chemical sales department of Frank G. Fanning Company.

Diamant Sales Mgr. for DyBasik

J. Diamant has been appointed national sales manager for DyBasik Ammoniated Tooth Powder and Mouth Rinse, according to A. F. Jacobson, president. Mr. Diamant comes from McKesson & Robbins, Inc., Julmar Laboratories, and Butler Brothers, for which he carried on successful sales campaigns.

Accepts Maritza Cosmetic Post

Ray MacDonnell has been appointed general sales manager of the Countess Maritza Cosmetic Company of New York, according to Louis Margolies, president. Mr. MacDonnell was formerly associated with Hartnell.

Abbe Buys Kent Mill Co.

The Abbe Engineering Company, New York, acquired the plant equipment, designs and good will of the Kent Mill Company, Inc., Brooklyn, on September eighth.

Nopco Chemical Forms Merger

Thomas A. Printon has been named president and Ralph Wechsler, executive vice president and treasurer of Rare-Galen, Inc. the merger of two Nopco Chemical Co. subsidiaries (Rare Chemicals, Inc. and Galen Co.). Executive office and distributing facilities will be continued in both Harrison, N. J. and Richmond, California. The other officers elected include A. A. Vetter, secretary; Adam P. Piret and Henry A. Smith, assistant vice-presidents; George H. Faux, assistant secretary; Donald Capon, assistant treasurer. Sales promotion activities will be directed by Mr. Piret in Harrison and all Pacific Coast operations and export sales, by Mr. Smith in Richmond.

Fleming Retires from Mallinckrodt

Fred D. Fleming, West Coast manager of the Mallinckrodt Chemical Works, S . Louis, retired October first, bringing to a close his twenty-eight years of service with the company. During his active participation in the development of the chemical industry on the Pacific Coast, Mr. Fleming made contacts in all the major cities of Washington, Oregon, Utah, Nevada, Idaho, Arizona, and California.

Pending appointment of a successor, R. D. Twomey and M. F. Schmidt will be in charge of sales operation for the southern California area. Mr. Schmidt will continue to be in charge of warehouse and office functions.

Package Machinery Moves Chicago Office

The Package Machinery Company has moved its Chicago office to new quarters at 528 North Western Avenue. Sales will be handled by C. R. Strehlau, W. H. Keil, Lee Evans and Theron Russell. Service men are William Kerber and Fred Borgardt.

New Houston Office

R. P. Anderson, representative in Texas of the U. S. Bottlers' Machinery Company, has opened a new office in Houston at 603 M & M Building. J. D. Rogers who recently joined the company's staff will be in charge of the new office.

Joins Abbott Laboratories

Edward P. Brandes of Temple, Texas, has joined the pharmaceutical research department of Abbott Laboratories as a research pharmacist.

Verley Becomes International

Albert Verley & Co., Inc., according to a contract recently signed, will organize a new corporation known as Albert Verley International, with principal offices in Paris. David A. Bennett, Verley president, has just announced that this contractual agreement which has been consummated with Dr. Albert Verley and Estabiiss ments Albert Verley, Isle St. Denis, France, provides for the expansion of the facilities of the American company into continental Europe. Dr. Verley will participate in the new organization and serve as technical director.

Although the American company ultimately plans to serve clients throughout the world, it will concentrate its activities in the South American countries and the European area at the present. Arrangements have been made for a large number of American compounds and specialties to be fabricated by the staff at Isle St. Denis under the supervision of Dr. Verley and his son, Yves Verley. This procedure will provide prompt shipments to any part of the world.

Mr. Bennett has stated that Albert Verley International Paris, France, will also function as the purchasing agency for the American company of all the natural absolute flower oils of France and its colonies and will become the direct liaison between the American company, Grasse, and the source of supply in the French colonies.

Plax Sales Agents

Plax Corporation, division of Hartford-Empire Company, announces the appointment of four sales agents to handle distribution of Plaxpak polyethylene bottles. These include J. Rabinowitz & Sons, Inc., Brooklyn; Zuckerman-Honickman, Inc., Philadelphia; Continental Glass Company, Chicago; and S. H. Ansel & Sons, South Boston, Massachusetts.

Hewitt to Retire from Jergens

J. S. Hewitt, sales vice-president of the Andrew Jergens Company, Cincinatti, will retire from that position December first and move to Florida, where he will manage the Jergens-Woodbury business.

Schering Appointments

Perry L. Stucker has been appointed advertising manager of Schering Corporation and Harry Rendell has been designated eastern division manager of the domestic sales division, according to Dr. John N. McDonnell, vice-president.

Left to right, Yves Verley, E. J. Strobl, Dr. Albert Verley, and Maximo A. Kuerli, Argentine representative of Albert Verley & Co., following an announcement of the formation of Albert Verley International.

Edwal Labs. Expand Facilities

The Edwal Laboratories, Inc. have transferred the sales and administrative offices and research laboratories to their plant at Ringwood, Illinois, a move which will enable them to make fuller use of the expanded facilities at Ringwood. Involved in the move are Walter S. Guthman, president; Seth L. Szold, vice-president and treasurer; J. F. Kaplan, technical director in charge of contract manufacturing; Morton Schwarcz, chief chemist; and Lester J. Perlman of the sales division.

Packaging Institute Forum

The Packaging Institute held its eleventh annual forum in October, at which time the following new officers were elected for the year 1949-1950: Charles L. Barr, F. B. Redington Co., as president; Charles O. Kendall, E. R. Squibb & Sons, vice-president; Henry W. Stevens, Benj. C. Betiner Co., vice-president; and Laurence V. Burton.

The Givaudan Index Published

The first edition of the Givaudan Index is presented by Givaudan-Delawanna on the occasion of the firm's silver anniversary in this country. The book, which gives specifications of synthetics and isolates for perfumery, is cloth bound and contains 378 pages. In addition to complete specifications on 292 synthetics and isolates, the volume contains appendices on Analytical Procedures, Alcoholmetric Table, Standard Containers for Givaudan Chemicals, Odor Classification of Aromatic Chemicals, Trade-Marks, and Foreign Language Indices for French, German and Spanish. The price is five dollars.

Lueders Honors Two 50-year Men

George Lueders & Company held a joint celebration honoring Harry W. Heister, salesman and director of the company, and August Miller, receiving clerk, who are completing their fiftieth years with the company. A dinner dance was held at the Hotel Astor, attended by the entire personnel of the company, including branch managers from San Francisco, Chicago and Montreal. In further recognition of their services, a luncheon was held at the Drug and Chemical Club on behalf of Mr. Heister in October, while a similar luncheon will take place in January, honoring Mr. Miller on the actual date of his anniversary.

Dr. Folkers Delivers Howe Lecture

Dr. Karl Folkers, director of organic and biochemical research of Merck & Company, who helped isolate the antipernicious anemia factor, vitamin B-12, presented the 1949 Harrison Howe Lecture Monday evening, November 7 in the University of Rochester. Sponsored by the American Chemical Society's Rochester Section, the Howe Lecture was established by the Section in 1943.

Bromund Representative

E. A. Bromund Company has added the Hukill Chemical Corp., 4614 Prospect Ave., Cleveland, to its list of representatives in the Ohio territory.

Madison with Bristol Labs.

Dr. William L. Madison has joined the Product Development department of Bristol Laboratories Inc. as a senior chemist.

Changes in Merrell Staff

Dr. David Schlichting has been appointed to the scientific staff, pharmaceutical department, of the Wm. S. Merrell Company. He will specialize in the development of new pharmaceutical product dosage forms.

Promotion of W. Burl White to the post of hospital sales manager has been announced by George W. Orr, Jr., general sales manager of Merrell. Mr. White succeeds Charles A. Dillion, recently appointed general sales manager of Jensen-Salsbery Laboratories, an affiliate of the company.

Hoffman Establishes Agency

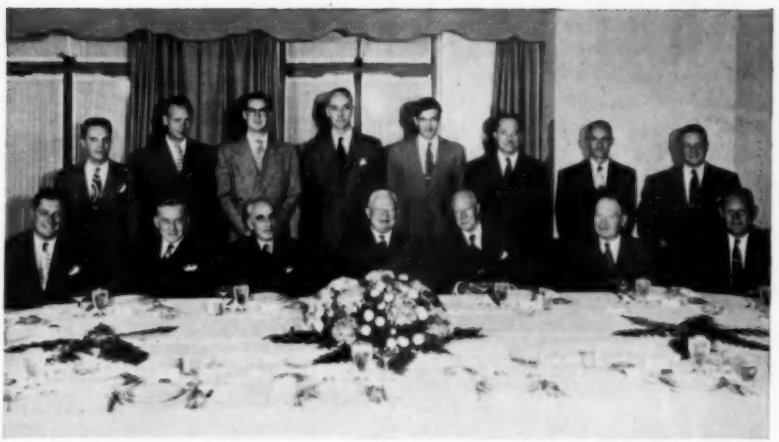
Harry Hoffman, for the past five years director of advertising and sales promotion of the Ives-Cameron Division of the American Home Products Corporation, and prior to that for sixteen years with Abbott Laboratories in numerous executive positions, has organized Hoffman Advertising, Inc., at 100 West 42nd St., New York. Services of the new agency include the handling of drug advertising, ethical promotion, direct mail, visual aids, merchandising, point of sale material, presentations to the FDA and AMA, sales engineering and market research.

Retires From Library Post

Edith Joannes, librarian of Abbott Laboratories since 1925, has relinquished some of her duties, although she will remain on the staff as associate librarian. The position has been filled by Walter A. Southern, who was formerly research librarian at the Dearborn Chemical Company, Chicago.

A.S.H.P. Election Results

New Officers of the American Society of Hospital Pharmacists were recently elected by mail ballot and include president-elect I. Thomas Reamer, Durham, N. C.; vice-president-elect Grover C. Bowles, Rochester, and treasurer-elect Sister M. Jeanette, Jamaica, N. Y. The secretary of the Society is nominated by the executive committee and elected annually by the A.S.H.P. House of Delegates. The new slate of officers will be installed in Atlantic City during the week of April 30, 1950. Current Officers of the Society are Herbert L. Flack, Philadelphia and W. Paul Briggs, Washington, D. C., president and vice-president respectively; Gloria Niemeyer, Washington, D. C., secretary, and treasurer Sister Mary Junilla, Los Angeles.



Farewell dinner to Sir John L. Simonsen of England, winner of the 1949 Fritzsche Award for outstanding achievement in essential oil chemistry, given by Frederick H. Leonhardt, president of Fritzsche Brothers, Inc. Seated left to right: Joseph A. Huisking, Dr. Ernest Guenther, Sir John, Mr. Leonhardt, Professor Marston T. Bogert, John H. Montgomery, and Hans P. Wesemann. Standing, left to right: Daniel A. Neary, B. F. Zimmer, F. H. Leonhardt, Jr., Dr. E. H. Hamann, E. E. Langenau, Dr. Darrel Althausen, G. A. Wohlfort, and R. W. Wilmer.

Hamm Appointed Manager

Edward R. Hamm has been appointed manager of the newly established packaging development section, according to H. W. Gadsden, director of pharmaceutical production and engineering, Sharp & Dohme, Inc. Three departments, packaging engineering, packaging specifications, and printing will be incorporated in the new section.

EDWARD R. HAMM

Abbott Adds Three Scientists

Abbott Laboratories recently added three scientists to the nutritional research staff. They are: Jonathan P. Miller, Booneville, Mo., who received an M. S. in biochemistry at the University of Missouri; Katherine L. Armstrong, Indianapolis, who received an M. S. in biochemistry at the University of Wisconsin; and Lacy R. Overby, Nashville, Tenn., who received a Ph.D. in organic chemistry at Vanderbilt University.

Nichols Medal to Dr. Wintersteiner

Dr. Oskar Wintersteiner, head of the division of organic chemistry at the Squibb Institute for Medical Research, New Brunswick, N. J., and an authority on the chemistry of insulin, penicillin, and streptomycin, has been awarded the William H. Nichols Medal of the American Chemical Society's New York Section for 1950, according to the chairman of the jury of award, Dr. Cornelia T. Snell, of Foster D. Snell, Inc.

The medal is awarded to Dr. Wintersteiner "in recognition of fundamental contributions to the fields of insulin chemistry, steroid hormones, antibiotics, and alkaloids, and the first isolation in crystalline form of penicillin-G and streptomycin." A native of Austria who has been in this country since 1926, Dr. Wintersteiner served on the faculty of the Columbia University College of Physicians and Surgeons for twelve years and also taught at John Hopkins University. He came to this country as a fellow of the International Education Board, and spent his fellowship year working on a sugar problem at the Rockefeller for Medical Research and on crystalline insulin with the pharmacologist J. A. Abel at the John Hopkins Medical School. He assumed his present position in 1941.

Commercial Solvents Elects Hamilton

Abbott K. Hamilton has been elected a vice-president of Commercial Solvents Corp. He was formerly vice-president and general manager of Pennyslvania Alcohol & Chemical Corp., which was purchased by Commercial Solvents in 1947.

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SERIOUS INFECTIONS

● Sufficient clinical studies on oral penicillin have been completed to establish the value of *oral penicillin therapy* for the treatment of many serious infections.

This recognition immediately intensifies the interest in and broadens the importance of *penicillin tablets* for therapy. It is now possible to recommend oral penicillin dosage schedules for many diseases caused by penicillin-sensitive microorganisms which heretofore have been treated only by the use of parenteral penicillin therapy.

Although the recommended dosages for oral penicillin therapy must be greater to obtain maximum effectiveness, the advantages afforded through the use of penicillin tablets are noteworthy. From the patient's standpoint oral penicillin therapy is infinitely more acceptable, since it involves no injections with attendant emotional trauma or pain. From the physician's viewpoint, oral therapy is also highly desirable since in many cases hospitalization may be avoided and patient cooperation enhanced.

In anticipation of this new demand, Pfizer, the world's largest producer of antibiotics, is prepared to supply your penicillin needs:

BULK PENICILLINS:

Crystalline Potassium Penicillin G
Crystalline Sodium Penicillin G
Crystalline Procaine Penicillin G
Amorphous Calcium Penicillin

To prepare your own tablets. Each batch of Pfizer penicillin is subject to a series of assays to determine sterility, toxicity, potency, and freedom from pyrogens. In addition, exhaustive chemical assays are made to establish solubility, pH, heat stability and other performance characteristics.

PENICILLIN TABLETS:

Crystalline Potassium Penicillin G Tablets supplied in following unit sizes:
50,000 units
100,000 units
250,000 units
500,000 units

Amorphous Calcium Penicillin
100,000 units

For your own label. Each tablet is individually sealed in aluminum foil strips of 6, to protect the tablet from the destructive action of moisture. Each tablet is buffered with calcium carbonate.

PENICILLIN TABLETS ACCEPTABLE FOR THESE INFECTIONS:

1. Pneumococcic infections, with and without bacteremia: such as pneumococcal pneumonia, infections of pleura, etc.

2. Hemolytic streptococcic infections, with and without bacteremia: such as cellulitis, mastoiditis, pneumonia and empyema, puerperal sepsis, peritonitis, scarlet fever, septic sore throat.

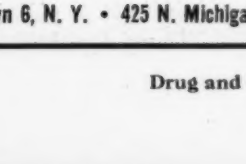
3. Staphylococcic infections, without bacteremia: such as, acute and chronic osteomyelitis, carbuncles and soft tissue abscesses, cavernous and lateral sinus thrombosis, pneumonia and empyema, carbuncle of the kidney, wound infections.

4. Other infections, due to penicillin-sensitive organisms, without bacteremia.

5. Acute gonorrhea.

6. Prophylaxis, against infection in tonsillectomies, or in other surgical and dental procedures where local or disseminated infection is likely to ensue.

Pfizer bulk penicillin and penicillin tablets are available to pharmaceutical houses, and for export are available under the Pfizer label.



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Newly constructed research-center addition which has been put into operation by Commercial Solvents Corporation at Terre Haute, Indiana.

Wm. Huisking on Park Commission

William W. Huisking, Vice-president of Chas. L. Huisking & Co., has been appointed to the Suffolk County Park Commission, Suffolk County, N. Y. The commission serves without pay and was established to operate the 42-acre country estate of the late William K. Vanderbilt, Eagle's Nest, Centerport, L. I., which town is adjacent to Huntington, where Mr. Huisking resides.

A.P.M.A. to Boca Raton in 1951

The 1951 annual convention of the American Pharmaceutical Manufacturers' Association will be held April 2 to 4 at the Boca Raton Club, Boca Raton, Fla., according to a recent announcement by Robert A. Hardt of Hoffmann-LaRoche, who is chairman of the Association's Time and Place Committee. Plans for this convention, Mr. Hardt warns, are not to be confused with those for the 1950 meeting which is to be held at the Broadmoor Hotel, Colorado Springs, Colo., next May 29 to 31.

Sandoz Holds Regional Meetings

Sandoz Pharmaceuticals, division of Sandoz Chemical Works, recently completed a series of five regional sales meetings which were held during the period from September 12 to October 14 in New York, Chicago, Atlanta, New Orleans and San Francisco. In addition to Dr. C. Henze, Sandoz General Manager and Medical director, who addressed each of the meetings on new applications of Sandoz products, other speakers included S. M. Fossel, Assistant manager; Charles Paul, sales manager; Harry Davis, in charge of representatives; and the regional managers Harry Althouse and Sidney Gimpel (San Francisco), L. S. Begin (Atlanta), H. F. Schnizer (Chicago) and J. F. Villere (New Orleans).

Commercial Solvents Research Center Enlarged

Commercial Solvents Corporation has just completed a two-million-dollar addition to its research center at Terre Haute, Ind. Dedicated to Major Theodore P. Walker, chairman of the board, the new laboratories were opened by Henry E. Perry, president, who formally turned the facilities over to T. S. Carswell, vice president in charge of research and development, and to Dr. Jerome Martin, director of research. Although the company will continue its research work in the field of chemistry, a large portion of the new facilities will be devoted to the study of antibiotics and other pharmaceuticals.

Flavoring Extract Meeting for 1950

The Flavoring Extract Manufacturers' Association of the United States will hold its fortieth annual convention at the Traymore Hotel in Atlantic City on May 7 to 10, 1950. John H. Beach is chairman of the convention committee.

Dow Stock Offering

The Dow Chemical Company, through its board of directors, has authorized an employees stock purchase plan, an offering of stock to common stockholders, and a 2½ per cent stock dividend, according to Dow President Leland I. Doan. The total offering consists of 175,000 shares of common stock of which 70,000 will be available to employees. At the offering price of $44.50 per share this represents a financing move of $7,787,500. Both offerings will be made January 4, 1950, with common stockholders of record December 20, 1949 having the option to purchase one share for each fifty shares held. The employee stock purchase plan will be similar to the company's 1948-1949 plan under which employees purchased stock on a payroll deduction basis.

The authorized stock dividend provides one share for each forty shares held, and will be payable January 16 to holders of record December 20.

Choline Di-Hydrogen Citrate

Chemo Puro Manufacturing Co., Long Island City, is offering a new form of choline salt—choline di-hydrogen citrate—which can be used for tableting. Because of the controlled particle salt of the chemical, the company says, it can be fed directly into tabletizing machines. It is said to be the only bulk material of its kind accepted by the Council on Pharmacy and Chemistry of the American Medical Association. Choline di-hydrogen citrate is also available in two other forms—regular for liquids, and fines for capsules.

Attending the Sandoz regional sales meeting in San Francisco which was held from October 10 to 12. Left to right, seated: C. H. Paul, Harry Althouse, H. L. Swanson, Charles Reitman, Sidney Gimpel, and C. L. Schnier. Standing, left to right: W. E. Shanks, J. A. Metzenberg, S. M. Fossel, Dr. Carlo Henze, H. D. Davis, H. P. Vaugn, A. B. Elmquist, and R. N. Pitts.

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PENICK'S SOLID EXTRACTS

are drug products which have the consistency of thick honey, containing approximately 20 per cent moisture, and are usually employed in the preparation of fluid extracts of standard quality.

PENICK'S POWDERED EXTRACTS

are the vacuum evaporated, adjusted equivalents of the solid extracts in a stable form suitable for easy granulation.

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represent the extractives of botanical drugs in a higher degree of concentration than found in Extracts. Because of their hygroscopic nature they are less stable in air.

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Gentian Root, N. F.
Golden Seal Root
Henbane Leaves, U.S.P.
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Licorice, U.S.P.
Nux Vomica, N. F.
Rhubarb, Chinese
Senega Root
Squill, White
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Valerian Root
White Pine Bark
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Completes 20th Visit to U. S.

Francois Morel, Lautier Fils, Grasse, France, has just completed his twentieth visit to the United States in the forty years he has traveled to this country. He was accompanied by his nephew, Eugene Morel, and son-in-law T. Gerard, both of whom are associated with the company. Mr. Morel, who made his headquarters at the New York offices of Lautier Fils, stated that perfumes in France have stabilized now, after a period of over-expansion.

Bush Wins Ungerer Golf Match

Wally Bush, secretary of Ungerer & Company won the company's yearly golf tournament at the Essex Falls Country Club on Columbus Day, only after defeating Frank Dittrich in an exciting one-hole play-off for first place. Third place, also a tie, was captured by Fred Schilling, plant manager, following play-off with Ivon Budd, first vice-president.

A sterling silver "Paul Revere Bowl" was awarded to Mr. Bush as a trophy, with the understanding that an individual must win it three times in order to gain permanent possession of it. The trophy was donated by Kenneth G. Voorhees, president of Ungerer, and as an added feature, had been filled with sparkling champagne which Mr. Bush shared with the losers.

Manning Heads Squibb Affiliate

Lester W. Manning has been elected president of E. R. Squibb & Sons Inter-American Corporation, a unit of E. R. Squibb & Sons operating in various Latin-American countries. Mr. Manning succeeds Theodore Weicker, Jr., vice-president and director of the parent company, in charge of overseas operations.

Van Dyk Booklet

Van Dyk & Company, Inc., recently published a booklet describing a number of their products. Entitled "A Guidepost to Applications of Cosmetic Raw Materials," the booklet discusses to what extent their products can be used in cosmetic formulations.

Celebrates 25th Anniversary

Givaudan-Delawanna, Inc. held a cocktail party at the University Club, New York, October 25 in honor of Xavier Givaudan, chairman of the board, and Sylvain Fontanes, managing director (Givaudan France) on the occasion of the company's twenty-fifth anniversary.

John Silver With Consultant Firm

John A. Silver, formerly executive vice-president and director of F. J. Stokes Machine Co., is a member of Lester, Hankins and Silver, New York and Philadelphia, a newly-formed partnership "for the single purpose of helping builders and distributors of machinery, equipment and technical products in their management, distribution and sales problems."

Mr. Silver, who was widely known throughout the pharmaceutical industry, joined the Stokes Company in 1925. He worked in the Research and Demonstration Laboratory for several years, reorganizing it, and then went on into active sales work and more or less of an assistant to F. J. Stokes. Sales of the Stokes Company multiplied over ten times during the period that Mr. Silver was with the company. While with Stokes, Mr. Silver worked closely with pharmaceutical manufacturers helping them to make better or more accurate tablets and to simplify their processes. He was the only industrial member of the Contact Committee of the American Pharmaceutical Manufacturers Association.

Export was of great interest to Mr. Silver, and he was abroad at least six times visiting pharmaceutical plants both in England and on the Continent. He was president of the Lyophile-Cryochem Corporation, a patent holding company controlled jointly by Sharp & Dohme and F. J. Stokes Machine Co. During the war, and following it, Mr. Silver was in the middle of the effort to bring about large scale production of blood plasma and antibiotics. He was co-author of "The Manufacture of Compressed Tablets," a book published in both English and Spanish, of which more than 10,000 copies have been distributed.

Murray Re-elected Board Chairman

William J. Murray, Jr., was re-elected chairman of the board and chief executive officer of McKesson & Robbins, Inc., at the annual meeting of the board of directors in late October. George Van Gorder, formerly executive vice-president, was elected president, an office which Mr. Murray had formerly held since 1941.

Day Named to S.S.S. Post

The resignation of William R. Granberry and the election of Marvin E. Day as executive vice-president of the S. S. S. Company of Atlanta has been announced by Warren Roberts, president.

25 Years with Ungerer

John M. Fonss was elected a member of the "Quarter Century Club," Ungerer & Company, October sixth upon completion of twenty-five years' continuous service. Frederick H. Ungerer, chairman of the board, and Kenneth G. Voorhees, president, presented Mr. Fonss with an engraved gold wrist watch as a token of the company's appreciation for his long and faithful service.

Joseph F. Bough

Joseph Francis Bough, 73, retired treasurer of the Orbis Products Corporation, which he founded in 1918, died October 16 at his home on Park Drive South. Prior to his affiliation with Orbis, Mr. Bough had been in charge of the lubricating department of the Standard Oil Company of New Jersey. Surviving are his wife, Mrs. Anna Renner Bough; two daughters, Mrs. Charles A. Gildea, Jr. and Mary Josephine Bough; and a sister, Mrs. A. J. Weber.

George H. Miller

George H. Miller, president of the Musterole Company, died recently. He is survived by his wife and a daughter, Mrs. Martha Miller Castle, both of Cleveland.

Ray Allen Whidden

Ray Allen Whidden, 71, died in San Francisco October 11, following a long illness. Mr. Whidden had been president of Bauer & Black, Inc., up until the time he was forced to retire from active business life. He had also served as a vice-president and director of the Kendall Company, parent company of Bauer & Black, and as a sales executive of Eli Lilly & Co.

Mr. Whidden is survived by his wife Laura and two daughters and a son, Ray Harvey Whidden, an executive of the Sheaffer Pen Company.

Louis Ruprecht

Louis Ruprecht, president, treasurer and manager of the Pulverizing Machinery Company, Summit, N. J., died October 13 in Orange Memorial Hospital. Surviving are his wife, Mrs. Geraldine M. Ruprecht; a son, Louis Ruprecht, Jr.; three daughters, Mrs. T. Harry Morris and Marianne and Laurie Ruprecht; two brothers, C. W. and Otto Ruprecht, and four sisters, C. S. Ruprecht, Mrs. Gustav Keen, Mrs. Emily Hendrickson and Ernestine Ruprecht.

The "SECOND LOOK"

that clinches the SALE

Your package has to be a standout to attract attention from a crowded display shelf—smart and colorful to catch the shopper's eye at a glance.... And it must be trim and tempting enough to invite closer inspection. For in impulse buying, it's that "second look" that clinches the sale!

Aware of the important part packaging plays in successful selling, leading manufacturers are constantly seeking to improve their packages and, if possible, to reduce costs. And in the great majority of cases, they look to PACKAGE for the machines to do the job.

They've learned that the extreme flexibility of PACKAGE machines—their adaptability to many kinds of wrapping materials, and to numerous styles of wrapping—affords the broadest latitude in designing appealing packages.

Moreover, they know that PACKAGE machines wrap at high speeds, and can be counted on for years of service.

Perhaps you have a new product you wish to package. Or, it may be that sales of an established item could be increased through package improvement. Why not look into the possibilities offered by America's most extensive line of fast, modern wrapping machines?

Write for a copy of our folder "Packages that Sell"

Over 80% of America's machine wrapped products are wrapped on PACKAGE machines

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.

PACKAGE
MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

Production Forum

By FRANCIS CHILSON
Industrial Consultant

MTM

These initials stand for a new system of wage rate setting called Methods Time Measurement, consisting of a catalogue of work motions and a scale of time values capable of application to virtually every manual job in industry. This system is based on an exact description of manual work movements, to each of which, a standard time value has been given. These elemental work motions include a "reach"—with different time values assigned to reaches of different lengths—a "move," a "turn," a "grasp," etc. This system does away with stop watching and can be set up in a fraction of the time required to make time and motion studies. The motions are exactly described on a card index and with each, the time values are stated. The rate-setter merely observes the operation for a few minutes, lists the movements and then calculates the rate from his card index. Thus, a rate can be set in a few minutes which formerly would have taken hours of stop watching—which I always have believed is utterly repugnant to a majority of workers.

The introduction of this system is a hopeful sign that we are rapidly coming to a time when it will scientifically be possible to determine the worker's fair share of industrial income. From the accumulation of statistics in the possession of the Internal Revenue Department it also should be possible to work out a formula for management's fair share of industrial income and that of stockholders as well. Such formulae would vary according to industry of course. It would be interesting anyway to study the data to see if there are enough constants to develop a formula.

As many of you know I don't like any form of stop watching. I don't like efficiency engineers because so many of them aren't engineers at all and a great many of them are phonies. All they have to sell you usually is some form of piece-rate system and a mess of paper work. The trouble with most rate systems is that the rates are based upon inefficient procedures simply because the men selling the systems are not inventive enough or analytical enough to establish the best procedures before the rates are set.

Rates as a rule are set by men not familiar with the equipment available to the drug and cosmetic industry; not familiar with the composition of products nor the character of packages. Consequently rates are set on procedures that could easily be mechanized. Rates are set on operations that could be simplified by changes in product formulae or packages.

Time after time I have thrown out rate systems for which thousands of dollars had been spent by mechanizing the operations; by changing products or packages slightly; by eliminating the operations altogether.

Sometimes a slight change in package construction will make it possible to handle an otherwise hand assembled package with semi-automatic equipment, or a semi-automatic package automatically. Sometimes simple design changes will make groups of different packages of different products amenable to automatic handling. Sometimes a slight change in the viscosity or pH of a formula will work wonders in the speed with which it can be filled. Suggestions for changes such as these can come only from engineers who have been reared in this industry. That's why you always get short changed when you employ engineers who haven't had years of diversified experience in your own industry.

A good production and packaging engineer not only has the savvy which can be given only by years of experience in your industry but he also is by instinct what Charlie Barr of the Redington Company calls a good "machine analyst." This phrase applies as well to manual movements as well as it does to mechanical motions. An engineer or production man is either a good "machine analyst" or he isn't. If he isn't his grey matter doesn't register what his eyes see.

The use of the MTM system if it becomes widely accepted will not of course obviate the need for good "machine analysts." It will still be possible under such a system to establish a rate on an operation that could be simplified, mechanized or eliminated altogether.

I have no quarrel with any kind of system which has

for its primary purpose the establishment of fair rates of pay either for time or units of production. But when rate systems alone are employed simply for the purpose of increasing production, the implication is inescapable that the management is not efficient. There are certain instances when management after having exhausted every resource to increase production can get still another drop out of the barrel by using an incentive system. But it has always been my feeling that no such system should be employed—excepting as a means of fairly establishing hourly rates—until after production has been pushed to what seems the highest peak.

1980

Not long ago at a meeting in New York I made the statement that if management did a better job we could have within five years an annual income of 300 billion dollars with a thirty hour week. I said further that whether management did its job or not we'd have the thirty hour week within five years anyway. Nobody objected to the 300 billion dollar national income but I certainly got my ears pinned back for stating that it could be done on a thirty hour week. It gave me a great deal of pleasure therefore when an authority on economics—probably the clearest thinker on economic problems in America today—Sumner Slichter, Lamont professor of economics at Harvard not only substantiated my prediction with authoritative statistics but went far beyond in an article in the November Atlantic entitled "How Big in 1980?"

He predicts that in thirty years we shall have a national income in terms of current prices of 416 billion dollars at least and that is likely to be *in excess of 550 billion dollars with a thirty hour week!*

Slichter bases his prediction on four simple assumptions: in 1980 population will be 175 millions; that the proportion of the population in the working force will remain substantially as at present; that output per man hour will continue to increase at the same rate (2% per year) that has prevailed for several generations; that working time will be one fourth less than at present. He makes his prediction in spite of what appears to be tremendous obstacles: stiff taxation, the restrictive influence of powerful trades unions, exhaustion of natural resources and a possible slow down in making inventions.

What Slichter says he documents with indisputable statistics. I have made similar statements based upon my own experience, observation and reading, but not being a professional economist, I did not have the statistics with which Professor Slichter buttresses his opinions. I'd recommend that all of you who feel that this country is going to the dogs carefully read and reflect upon Slichter's article.

Obviously Slichter's prediction is based upon some assumptions which if they turn out otherwise might upset the apple cart. Manifestly he does not feel we are going either socialistic or communistic. Neither do I—although I think we have to fight both tendencies like hell. He apparently does not believe our politicians are damn fools enough to allow us to become embroiled in a war with Russia however much they may bungle international politics—as they certainly are now doing.

It is already clearly evident that our national income and our ability to produce has not been impaired by the frightful burden of taxation which has been laid upon us. It is already evident that in spite of a general slackening of effort in some industries and in spite of the restrictive measures imposed by the trades unions production per capita is still going up.

In spite of the fact that American management is indisputably the best in the world, it has in my judgement only begun to hit its stride. I have been highly critical of management generally because in comparison with what it might be; in comparison with what I know it could be from the number of instances of first class management with which I have been associated or have had an opportunity to study, I still feel that management generally is far from competent. If American management generally was as well trained for its job and as competent as American technical men, what Slichter says and I have felt inchoately would be realized in far less time than thirty years.

We are an energetic people. We want to do things. We want to buy things. We're free spenders. That's why we are our own best market. Give a Frenchman, a German or an Englishman an extra dollar and what does he do with it? He sticks it in the heel of his sock. What do we do with it? We rush out and slap it down as a down payment on a new car, washing machine or television set and hope to God we can make another buck before the next payment comes due. The average poor Englishman doesn't even aspire to the ownership of a good car; the average poor American not only aspires but given half a chance he'll get the best car on wheels.

Ten years ago I was told by very responsible people in both branches of the industry that the saturation point had been reached for drugs and cosmetics and from now on the growth of individual companies would be possible only by wolfing competitors. Both branches of the industry are almost twice as big now. They had me believing the saturation theory for a while. If anyone then had said that any drug company would reach a hundred million annual sales volume within a few years he would have been regarded as insane. But one of them has and several others are pushing up that way very fast.

I am bullish about America. Ahead I see a wonderful world. We have the technical brains and the technical equipment fully to realize that vision but we need percipient management and wise direction not only as good as we have had but a damned sight better.

Peripheral Research

I am beginning to wonder how much money and effort is wasted annually by companies that are simply not large enough to carry out a program of fundamental or pioneering research. I am beginning to wonder if any

company with an annual volume of less than two millions is wise in undertaking a research program. By research I do not mean product development or trouble shooting. In the cosmetic branch of the industry practically everything done in the name of research is in reality product development. By research I mean the pioneering investigation of the cosmetic or physiological effects of new drugs and chemicals that have never been used before for such purposes. Time after time I have talked with chemists—really good research men—who have the heartbreaking feeling that they are on the trail of something really fundamental only to be compelled to slow down or abandon their projects altogether for lack of enough money. Not long ago I had a talk with the president of a small company who told me proudly he had hired a Ph.D. and had appropriated five thousand dollars for research purposes! He was crestfallen when I told him that would buy his chemist a good work bench and a couple of beakers. He hadn't the faintest idea what research means or what a simple project can eventually cost.

I have known some small companies on the other hand which were lucky enough to discover some really good research products but couldn't do anything with them simply because they hadn't the working capital to exploit the products properly.

Still I think that even the smallest companies should spend as much as they can on research but I think they should pool their funds with other small companies and do their research work through some of the excellent consulting laboratories and universities. Ten companies spending collectively 200 thousand dollars a year on research are likely to reap greater benefits than ten companies individually spending 20 thousand dollars a year in their own laboratories.

Even when a small company is lucky enough to discover a good research product, it is, if the product is not patentable and is susceptible of easy duplication, in a bad competitive position because the big companies with the national market well organized, will flood the market with similar products before the little operator has reached first base.

The small operator especially in the drug branch of the trade is prone to forget that even if his research program yields a really new product, he is still a long way from the market because the new product must be clinically tested and sometimes the collection of the clinical data costs as much or more than the actual research program.

Then after he has sweated through the clinical stage he may find the market gone because the big boys have anticipated him or what is even more expensive he may find himself with a suit for patent violation on his hands.

Another thing the small manufacturer doesn't realize is that for the lack of the right equipment, which often enough is too expensive for him to buy, his chemists are hamstrung and the research project may be aborted altogether. Equipping a research laboratory is an expensive project and the initial expenditure may be only a small part of it. Some research apparatus costs almost as much as its weight in gold.

If I were the head of a small drug or cosmetic business I would rather have a good salesman than a good research chemist—for the time being anyway. The small manufacturer shouldn't let the research bug cloud his judgment. All the products in the drug or department stores aren't research products—not by a damn sight as a trip to the nearest store will testify.

The small manufacturer should realize that some of the big ones often get little or nothing from their research expenditures. The president of a ten million dollar company once told me rather grimly, "We've spent hundreds of thousands of dollars on research and still all our best items we bought from outside sources or are paying royalties to outsiders on them."

I'd like to see a lot more cooperative research and marketing effort among the smaller companies.

Fritz und der Mermaid

Not long ago I had the pleasure of entertaining at my country home Mr. Fritz Degener, B.A., and his wife Gertrude. I can't leave her out of this piece because she was witness to what I am about to tell you and can certify to the truth—what there is of it—in my story.

Came time to go to bed so I escorted Fritz to his room, not because he was looped, but simply because Fritz is so accustomed to traveling around the Chicago Loop, that when he gets away from there he is apt to keep on going around in circles and I did'nt want him to get lost.

Flicking on the light I was transfixed by the glassy gaze of a fish about the size of Betty Grable staring up at me from Fritz's bed. When I could recover my wits, which at that moment were somewhat widely dispersed, I said,

"Where the hell did you get the fish?"

"*Dumpfkauf!*" Fritz said. "This is no fish. That's a mermaid. Name's Sylvia. Ain't she sweet?"

"She looks like a fish to me," I said, trying to shield my eyes from the glassy, hypnotic stare.

"Nein!" Fritz roared. "Mermaid. Don't you call Sylvia a fish!"

Maybe my eyes are worse than I thought, I reflected. But then it occurred to me that if Harvey could have a rabbit there was no reason why Fritz couldn't have a fish—mermaid, I mean. This thought seemed reasonable enough. So I said,

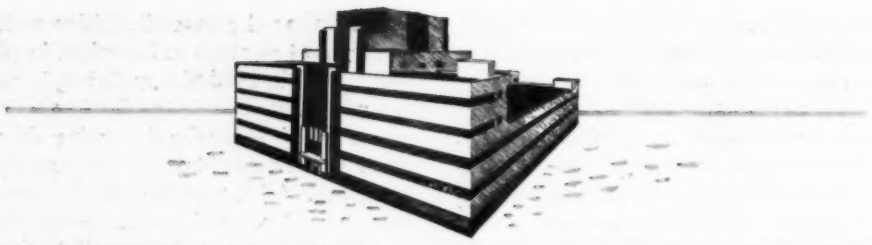
"Where did you get her?"

Fritz gazed fondly at the—mermaid. "I caught her," he said "Mit my schnorkel in der Skagerak. Und den I stuffed her."

"It's a good thing to do with mermaids," I said.

And so to bed.

Many of you unromantic souls won't believe this story because you don't know Fritz and you are too skeptical to believe fish stories. But I would swear under oath that Fritz was at my house and in his bed that night there was a big fish—pardon me, Fritz, Mermaid, I mean.



WHEN CENTURY-OLD SMITH, KLINE & FRENCH LABORATORIES WENT *Ultramodern*, THEY ASKED FOR

"WINTER WEATHER"

THE YEAR AROUND...!

This CHR Lectrodryer delivers DRY air to the area in which deliquescent drugs are packed.

Humidities and temperatures approach a hundred here in Philadelphia. But drugs being packed in rooms served by this Lectrodryer are completely unaware of the fact! There's no moisture in the air to cause deterioration of products or clogging of machine and chutes.

Winter weather the year around; that's what you get when you DRY the air with Lectrodryers. Product quality is safeguarded. Production is held at high speeds, regardless of outside weather conditions.

Lectrodryers also DRY gases and many organic liquids—at atmospheric or high pressures, in minute or tremendous volumes, on a laboratory or production basis. Thousands of Lectrodryers are doing that kind of DRYing in every industry, in plants all over the world.

Bulletin 216 pictures and describes many of these installations. For a copy, and for help on your moisture problems, write Pittsburgh Lectrodryer Corporation, 309 32nd Street, Pittsburgh 30, Pennsylvania.

In England: Birlec, Limited, Tyburn Road, Erdington, Birmingham.
In Australia: Birlec, Limited, 51 Parramatta Road, Glebe, Sidney.

LECTRODRYERS DRY WITH ACTIVATED ALUMINAS

LECTRODRYER

REGISTERED TRADEMARK U.S. PAT. OFF.

"Fulcrum Action" Drum Truck

Incorporating ingenious fulcrum action at two points on a straight rocker, the new MorService Drum Cradle Truck enables one man to easily and safely handle drum loads up to 500 lbs. The straight rocker feature enables operator to position nose of the truck close to bottom chime of drum where truck stands upright alone, permitting operator to roll the drum over safety catch located on the nosepiece. Drum and truck are then tilted as one unit to horizontal draining position with little effort and absolute safety aided by 2-Point Fulcrum Action. Equipped for portability with large 3" dia. wheels mounted on extra strong ½" dia. axles. Constructed of high grade angle iron, electrically

welded for maximum strength. Attractively finished in red, rust-resistant enamel. The exceptionally low prices at which MorService Trucks are sold is due to the fact that this new line has been designed for speedy, economical assembly line production. The manufacturer, Morse Mfg. Co., Inc., Syracuse 2, N. Y., is a pioneer producer of a complete line of Drum, Barrel and Carboy Handling Equipment, and has recently introduced The ROTATOR, a portable, motorized drum cradle truck for mixing small batches of liquids, semi-liquids, powders, etc., in cylindrical containers from 1 gal. up to 55 gal. sizes; and for tumbling small parts and cleansing the inside of used cylindrical containers.

Gram-atic Balance

Weighing pigments, oils, creams and solids to 1/20 of a milligram with analytical balance accuracy, but in one-third the usual time is made possible by a new direct-reading instrument called the "Gram-atic Balance."

The new balance has only one pan, and the weight reads directly on a scale at eye level, eliminating a

usual source of error in adding up individual weights. The balance has all required weights built-in and manipulated by turning four external knobs. No weights handled, weights less than 0.1 gram are indicated optically and automatically. Total weight is read directly from a scale on the instrument panel. The sample to be weighed can range from 200 grams (approx. 7 ozs.) to 0.001 gram.

The knife edges and planes of the balance are sapphire, pan is gold plated, and entire case is aluminum with baked lacquer finish. Learning to operate the balance is simple and tests have shown that inexperienced operators can learn to weigh samples in twenty-five to twenty seconds, after less than one hour's practice. Beam of the balance has a constant load; hence, sensitivity remains constant regardless of sample size.

Because of its speed and simplicity of operation, the new balance is ideal for production control at test stations in drug, pharmaceutical and cosmetic plants. The sturdy construction and elimination of the adding-up of individual weights, greatly reduces training time for operators.

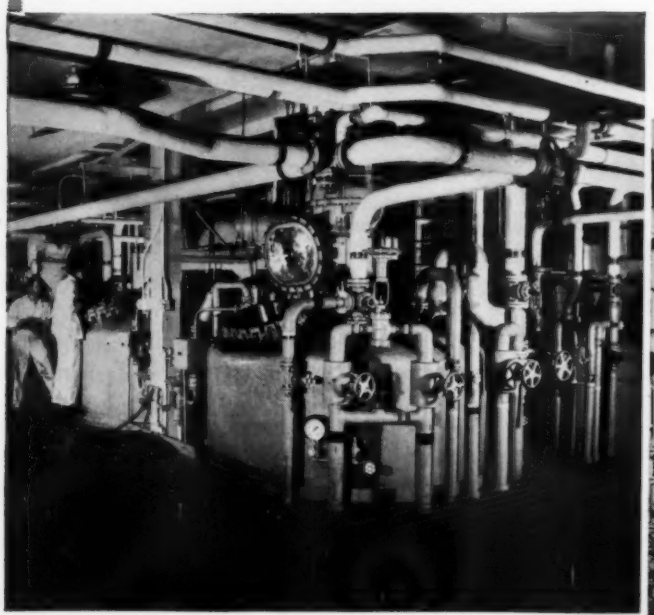
Envelope Heat Sealer

The Brown Bag Filling Machine Company, Inc., Fitchburg, Massachusetts, manufacturers of open-end envelopes, packets and packeting machinery, has recently introduced and thoroughly tested a new packaging development—envelopes heat-sealed by a new process which completely protects the contents and maintains them in their original state.

This process has a number of advantages over former methods of adhesive sealing. Brown Bag heat-sealed envelopes resist the action of moisture to loosen edges and ends thus sealed, a problem that has long troubled users of packets and envelopes. Packets closed on all sides by this new Brown Bag process stay sealed under the most adverse conditions to protect the contents from any leakage and spoilage, and to retain all the qualities of the product.

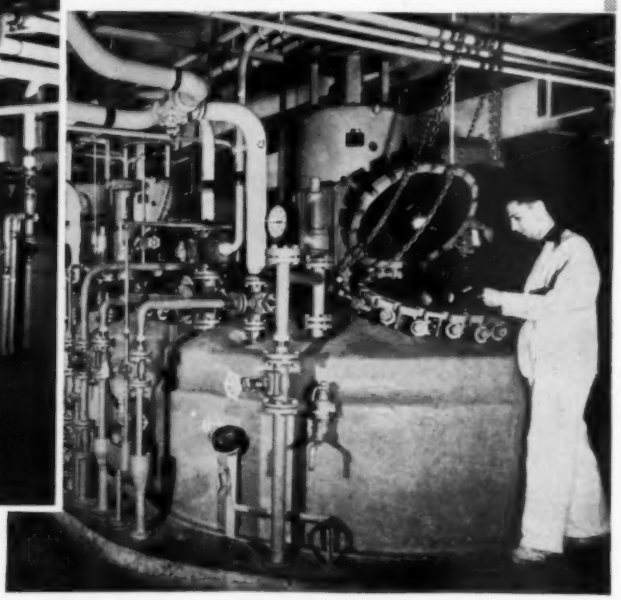
Brown Bag heat-sealing is available in a specially designed machine for the manufacture of heat-sealed envelopes, and in the form of an attachment for Brown

For purity and maximum yield of Chloromycetin, *Parke, Davis & Company* chose Inconel-Clad Steel protection



Above: Cultures started in 50-gallon Inconel containers are transferred to 500-gallon Inconel-Clad Steel fermenters and then into these 5000-gallon Inconel-Clad Steel fermenters, where full growth is attained.

Below: In the foreground, two 3000-gallon Inconel-Clad Steel acid adjustment tanks, built by National Annealing Box Company of Washington, Pennsylvania.



Inconel surfaces, in solid or clad steel construction, are used predominantly for contact with Chloromycetin in all stages at the new Parke, Davis plant in Detroit. Thus there's no corrosion to harm the product; it is pure and crystalline. Fermentation proceeds unhindered by metallic contamination, giving maximum antibiotic production.

Parke, Davis & Company selected Inconel and Lukens Inconel-Clad Steel because of many years' experience with them in the production of other sensitive pharmaceuticals. H. K. Ferguson Company co-operated in the design of all equipment here.

In addition to Inconel-Clad Steel, Lukens also makes Stainless-Clad, Nickel-Clad and Monel-Clad Steels—uniform claddings of these corrosion-resistant metals (usually 10% or 20% of total plate thickness) permanently bonded to steel backing plate. All are available in the extra-smooth sodium hydride finish.

Bulletin 449 tells you more about Lukens Clad Steels. For a copy, write Lukens Steel Company, 482 Lukens Bldg., Coatesville, Pennsylvania.

CLAD METAL STEEL

LUKENS

Nickel-Clad Stainless-Clad
Inconel-Clad Monel-Clad
STEELS

Be sure to see us at Booth Nos. 558-563 at the Chemical Show, New York City, November 28-December 3.

SOLID METAL ADVANTAGES WITH CLAD STEEL ECONOMY

Bag Powder Filling Machines, now in use, so that the final closure can also be heat-sealed.

The new machine accommodates various heat-sealing compounds according to the type of paper used and the type of product to be enclosed.

Inquiries should be directed to Brown Bag Filling Machine Company, Duck Mill Road, Fitchburg, Massachusetts.

Semi-Automatic Vacuum Filling Machine

Furnished in several models and designed to handle glass from about 1 oz. to 1 gallon; tins up to one quart.

Operation:—Empty containers are moved into filling position along the stationary track to an adjustable stop which automatically centers them under the spouts. The slotted head holding a row of adjustable spouts is actuated by slight pressure on a hand lever. When this is depressed, the spouts move downward into the stationary containers at which time sponge rubber gaskets on each spout seal the top of each container.

When the containers are filled any excess liquid is withdrawn into an overflow chamber at the rear which automatically empties into a main supply tank located beneath it. This tank is equipped with a float valve unit to maintain a constant supply for the spouts.

The spouts are furnished in several designs, all of them drip-proof. Each spout has individual liquid feed via a suction tube connected directly to the supply tank.

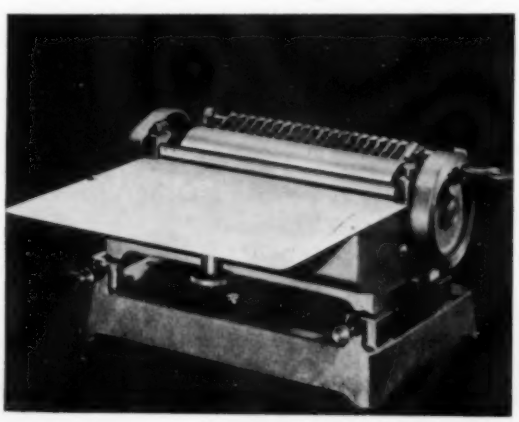
Vacuum pump is of the rotary type equipped with self-oiling chamber for continuous operation.

This filler handles all types of liquids, light or heavy. It is an ideal all-purpose unit where a variety of liquids and containers is to be handled.

This versatile Filler is manufactured by Scientific Filter Co., 22 Franklin Square, N. Y. C.

Label Gummer

A new low-priced hand operated label gummer, particularly adapted to any industry where relatively small size labels are used has just been announced by King Sales & Engineering Company, 210 First Street, San Francisco. The new machine, Model F6-H, will apply adhesive to labels of any length or shape up to 5¾ inches in width and an unskilled worker can operate it without any special training. With its 10″ x 10″ x 5½″ dimensions and 10-pound weight, the King hand operated gummer may be easily carried around to attend to the labeling needs of various departments.

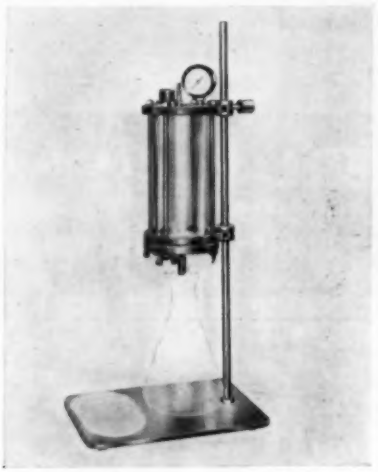


By using ungummed labels the machine cuts material costs as well as inventory waste on gummed labels. Firms which have been using glue and brush application can effect labor savings on both application and cleanup time. The King gluepot lifts off and is cleaned in seconds by merely rinsing in water. Descriptive leaflet available by writing manufacturer.

New Laboratory Filter

Ertel Engineering Corporation announces a new cylinder-type Laboratory Filter, precision constructed in either stainless steel, hard rubber or brass (nickel or silver plated), to be listed as Model Number 10.

This all purpose Laboratory Filter has a capacity of



1.3 liters; its filtering surface is 9.62 square inches; filter disk diameter is 4⅛ inches.

One of the features of this unit is its ability to accommodate any type filter medium. The construction permits easy refill without dissembling. Model 10 is 27″ high over-all. Simple thumb screw adjustment permits raising or lowering the filter to accommodate various height vessels.

To allow full view of the product during the filtering process a 45 ounce capacity glass cylinder is furnished. The filter is equipped with a pressure guage for 0-60 p.s.i.

Asbestos filter sheets having the accepted Ertel standard of low calcium and iron content are available for Model 10 if desired.

Card Staplers

Those of you who wish to staple lipsticks on cards can get a machine for the purpose from Jim Gilligan of A. F. Fischer & Sons 141 W. 20th St. New York City II. The same technique might be applied to ampoule packaging especially during the introductory period when it might be desirable to bring a lot of copy to the doctor's attention. Maybe here is a sampling idea?

Looking for
EFFICIENCY
in Filling Machines?

Come and See the

- Bottle Filling Machines
- Can Filling Machines
- Tube and Jar Filling and Closing Machines
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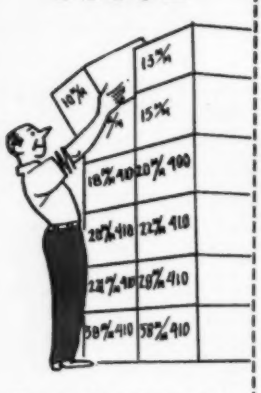

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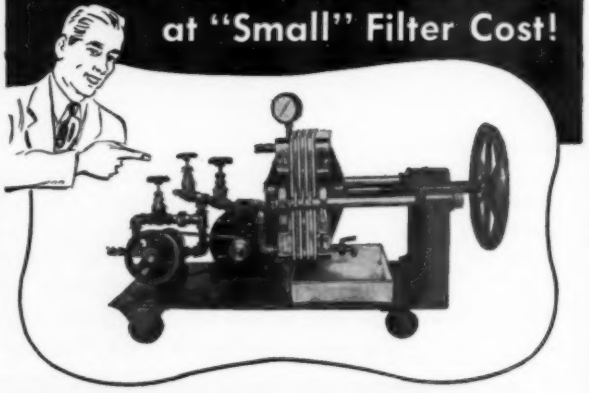

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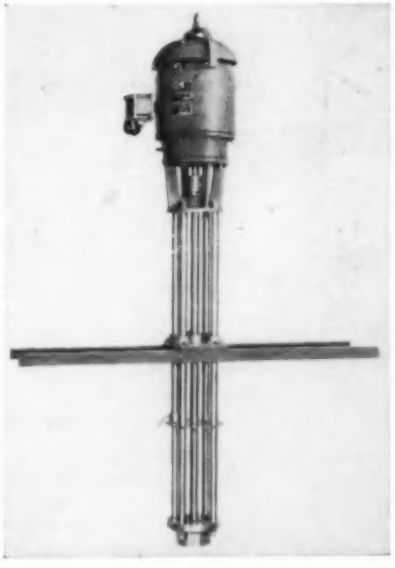

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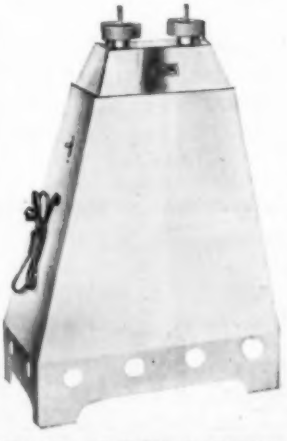

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney*

PATENTED COSMETIC CREAMS AND LOTIONS

Continuing the precedent begun in the March 1949 issue of this journal a review of U. S. patents dealing with a particular subject is being started in this issue. The March 1949 journal dealt with a review of U. S. patents relating to depilatories. The June and August 1949 issues contained a review of the U. S. patents on shaving preparations. The present issue will begin consideration of U. S. patents dealing with cosmetic lotions and creams.

Perhaps, it will be well to point out, as was done before, the limitations of this review. It is not to be considered an exhaustive one, though all of the patents classified in class 167, sub-class 91, dealing with skin creams and lotions will be considered. Also, as before, the patents are divided into two groups, the first group comprising expired patents and the second group comprising the unexpired patents, that is, those which have not run their full course of seventeen years. Furthermore, it is important to keep in mind that while a patent may have expired as a monopoly, the Patent Office can still cite it against a patent application.

It is believed that many of the patents that have been granted are of little practical value. Nevertheless, since even the valueless patents stand as prior art, they are noted here, in the interests of completeness.

Expired U. S. Patents

U. S. 44,106 September 6, 1864.

Perhaps the less said about this patent the better. It discloses what is termed "Caucasian lotion" for removing tan, freckles, mildew, etc., from the face and other parts of the body. The lotion is composed of a solution of chloride of mercury, borax, tartaric acid, oxalic acid, and sal-ammoniac and alcohol and water. The solution is mixed with a tincture of gum benzoin, extract of roses, extract of lemon, and chloride of lime.

*Newark, N. J.

U. S. 111,376, January 31, 1871

Paraffin is combined with oils or softening agents and spread over the surface of the skin in order to form a complete coating thereon.

At this point it may be noted that while today the Patent Office is theoretically not concerned with the safety and utility of patented drug and cosmetic compositions, anyone having dealings with the Patent Office these days on such matters will be quick to note that times have changed. Today, the Patent Office in such cases almost invariably requires not only experimental data but actual clinical data which go to show the safety and effectiveness of the composition in question.

U. S. 140,126, June 24, 1873

This is another one of the tan and freckle removing patents. The composition comprises benzoin, two ounces; citric acid, one-half ounce; borax, one dram; dissolved and held by alcohol, one pint.

U. S. 148,477, March 10, 1874

This is the first cosmetic patent which appears to be interested in whether or not the composition is harmful.

The composition comprises glycerine, bay-rum, essence of rose, calcined magnesia, chalk and water.

U. S. 238, 237, March 1, 1881

The idea of the patentee here was to apply a cosmetic composition to the inside surface of gloves or mittens, so that crackchaps or sun-burns may be relieved and healed, and also to remove freckles, as well as to whiten and soften the skin without injury.

U. S. 277,221, May 8, 1883

This deals with a complexion and healing wash, consisting of water, ammonia, powdered borax, rose-water, essence of bergamot, zinc sulphate, and aniline (ouch).

U. S 349,014, September 14,1886

This discloses a cosmetic lotion consisting of rose-water, borax, glycerine, carbolic acid, ammonia, alcoholic extract of wild olive, and oil of cloves.

U. S. 395,824, January 8, 1889

A cosmetic and healing salve consisting of olive oil, beeswax, gum-camphor, carbolic acid, glycerine, tincture of calendula flowers, and oil of bay.

U. S. 427,202, May 6, 1890

A composition which adds a softening effect and a glow to the skin, comprising glycerine, pulverized chalk, bay rum, and soft water.

U. S. 431,157, July 1, 1890

A cosmetic and therapeutic composition for use in removing pimples, rash and other eruptive diseases consisting of borax, dextrine, alcohol, water, extract of witch-hazel bark, and madder.

U. S. 444,411, January 6, 1891

This is another patent dealing with so-called remedial cosmetics, consisting of Rochelle salt, water, and benzoin.

U. S. 444,743 January 13, 1891

Another sunburn-, tan-, and freckle-remover composition consisting of vaseline, white wax, borax, starch-powder, rose-water, distilled water, and extract of crab-apple.

U. S. 450,038 April 7, 1891

A skin toner and freshener, consisting of milk, ammonia, whisky and soap. The whisky was used as a preservative, it says in the patent.

U. S. 453,847 June 9, 1891

A composition said to remove sunburns, freckles, blotches, moles, pimples and disagreeable eruptions, consisting of water, oil of cinnamon, alcohol, pulverized alum, and Epsom salts.

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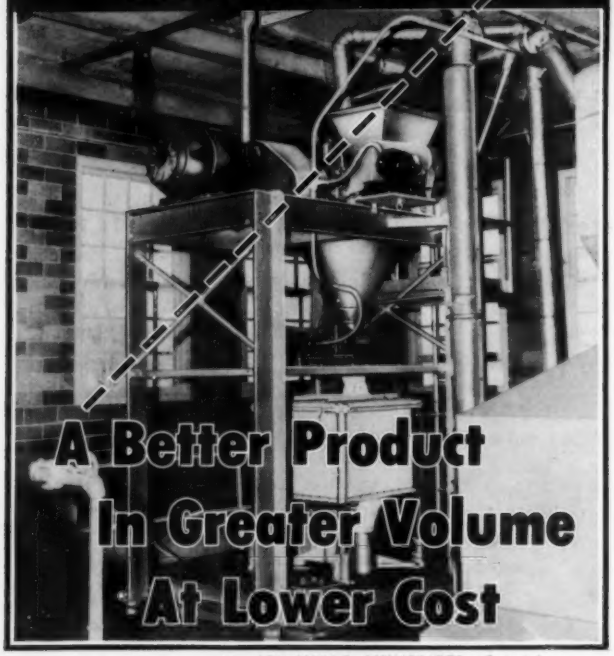

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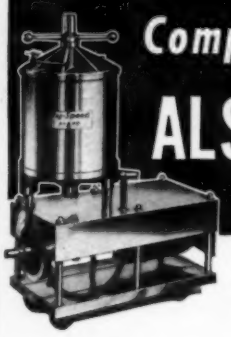

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Ask for Bulletin No. 11-24

ANDERSON BROS. MFG. CO.
ROCKFORD, ILLINOIS

Anderson Fillers

HANDLES PASTES, CREAMS, LIQUIDS AND SEMI-LIQUIDS

U. S. 624,925, dated May 16, 1899

This involves a composition which really does things. It is said not only to act as an emollient for the skin, to restore faded complexions, to remove and prevent tan, sunburn, and freckles, eradicate acne and pimples, but also to serve as a dentifrice and shaving lotion, and to cure chapped hands. What is it? It is a lotion of semi-fluid or cream-like consistency, consisting essentially of cooked and defibrated lemon and salt in about the proportions of one-half pound of salt to one gallon of the lemon ingredient.

U. S. 792,148, dated June 13, 1905

The use of a magical Moroccon mineral known as "algazu" in lotions which invigorate the skin and are useful in all forms of skin diseases is claimed in this patent.

U. S. 853,436, patented May 14, 1907

Here is a toilet cream comprising soap, water, extract of bladder-wrack, sodium chloride, potassium carbonate, sodium carbonate, thyroid gland of sheep and iodin.

U. S. 885,154, patented April 21, 1908

This patent discloses a toilet lotion consisting of a distilled aqueous extract of hemlock (4 parts) and sweet fern (3 parts) combined with alcohol.

U. S. 916,692, patented March 30, 1909

This is the first patent which gives evidence of dealing with an invention which was scientifically worked out. It deals with a topical remedy for the treatment of the skin by a method involving oxidation. The skin preparation is free from acid and contains a basic material, sodium perborate and zinc peroxide.

U. S. 920,824, patented May 4, 1909

Herewith another one of the tan, etc., removers. Among the ingredients utilized in the composition is the juice of ripe cucumbers.

U. S. 1,017,595, patented Feb. 13, 1912

This merely relates to a process of producing toilet cream.

U. S. 1,073,787, patented Sept. 23, 1913

A cosmetic non-irritating cream possessing the functions of a rouge is made with the Mediterranean marine microorganism belonging to the genus Halichondria known locally as "hishaf."

U. S. 1,081,327, patented Dec. 16, 1913

Object is to provide an ointment which gives the effect of a face massage by merely spreading the ointment over the skin and allowing it to remain there for a while. This is accomplished by using fullers' earth, which possesses a drawing action upon the skin.

U. S. 1,273,669, patented July 23, 1918

Toilet preparation useful in massaging the face and possessing among other things the properties of reducing the formation of wrinkles is claimed in this patent. The major part of the composition comprises oil of olive kernels, the remaining ingredients being oil of peach kernels, oil of almonds and oil of plantain.

U. S. 1,332,190, patented Feb. 24, 1920

This discloses a composition having the combined properties of a cold cream and face powder, the ingredients being, surprisingly, the face powder and the cold cream. It must have been nice to have been a patent attorney around 1920.

U. S. 1,371,822, patented March 15, 1921

Discloses an anti-perspirant, consisting of aluminum chloride, alum and borax.

U. S. 1,408,384, patented Feb. 28, 1922

A lotion for removing imperfections from the epidermis by causing the outer skin to peel or slough off and comprising resorcin, glycerin, alcohol and water, is disclosed.

U. S. 1,476,483, patented December 4, 1923

A cold or vanishing cream is provided with coloring matter. The idea is to tint the skin with the coloring matter after the cream has been substantially removed.

U. S. 1,494,544, patented May 20, 1924

Pomades, face cream, etc., are provided with microscopic bubbles of carbon dioxide or ether non-oxidizing gas. The gas is merely mixed with the ingredients. The process appears to be impractical.

U. S. 1,496,545, patented June 3, 1924

A massage cream containing soap and Epsom salts is disclosed. According to the patentee, the soap opens the pores and the Epsom salts then penetrate into the flesh and destroy the adipose tissue.

U. S. 1,500,276, patented July 8, 1924

A tasteless, white, unctuous mass suitable for use as a vehicle for pharmaceuticals and as a base for cosmetics is made from a neutral soap, water and a free fatty acid in finely dispersed condition.

U. S. 1,522,176, patented Jan. 6, 1925

A pomade or cream is made from peanuts. To the writer this patent is important only because it indicates the thoroughness with which the inventor, Dr. George Washington Carver of Tuskegee, investigated the peanut problem.

U. S. 1,545,931, patented July 14, 1925

The properties of a cleansing cream and eau de cologne are combined by a composition containing a cleansing cream and eau de cologne. It was still nice to be a patent attorney in 1925.

U. S. 1,550,026, patented August 18, 1925

A face pack comprises potash alum, casein, and oat-flour.

U. S. 1,576,774, patented March 16, 1926

A skin cleanser in the form of a cosmetic paste for external use, comprising a mixture of hydrogen peroxide and a vegetable flour.

U. S. 1,588,826, patented June 15, 1926

A blackhead remover, comprising lactic acid, boric acid, ceresine, paraffin oil, hydrous wool fat, castor oil and alum.

U. S. 1,593,959, patented July 27, 1926

Another skin cleanser, containing cucumber juice, benzoin, cologne spirits, elder flower water and potassium nitrate.

U. S. 1,626,814, patented May 3, 1927

Claims that a skin cream containing cottonseed oil that has previously been treated with ultra-violet light has beneficial properties.

(*Continued on page 588*)

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YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Patent and Trade-Mark Consultant

ATOMIC TRADE-MARKS!

When the Atom bomb first shook the eardrums and consciences of mankind, there began an unholy rush to grab off the word "Atomic" as a trade-mark in practically every field. There was a flood of "Atomic" dresses and watches and even cosmetics. I never saw "Bikini" proposed for rat poison but everything else was covered that had the least "Atomic" smell, "Bikini' being the name of a place "that was," it would be normally debarred as a trade-mark, so perhaps that is why it was so baldly scorned.

In this rash of "Atomic" trade-marks there were two filed for toy guns and pistols, the word "Atom" and "Atomic."

Occasionally, a trade-mark decision appears which besides being instructive is amusing, and this has happened with the two marks just noted.

In Meldon Brothers Co., versus Daisy Manufacturing Co., Assistant Commissioner Daniels held that "Atom" and "Atomic" were notations descriptive of toy guns and pistols, even if no such thing as an Atomic pistol existed. Reading comic strips, children could associate these words with definite, if unrealistic meanings.

The amusing part of this decision stems from Daisy's advertising which can best be shown by this quote from Mr. Daniels' decision:—

"If, however, any doubt existed as to the descriptive nature of the name as applied to this product, it is dispelled by the manner of use of the mark and the advertising of the respondent. Upon the toy pistol itself appear the words "Daisy Buck Rogers ATOMIC PISTOL" together with respondent's corporate name. This is clearly used to indicate that it is an "Atomic pistol" sold under the trade-marks "Daisy" and "Buck Rogers" and the effect upon a purchaser is obviously intended to be the same as if "Water" or "Air" or "Ray" were substituted for "Atomic." As set out it is clearly used in a descriptive or misdescriptive sense. In addition, a representation of the product appears upon the box in which it is sold with the various parts prominently labeled with such terms as "ATOMIC BEAM DIRECTOR," "FISSION RATE INDICATOR," "ATOMIC POWER RELEASE CHAMBER," "URANIUM CONCENTRATING MAGAZINE" and "NEUTRON BLAST INITIATOR" and contains the following wording:

"WHAT HAPPENS WHEN BUCK ROGERS USES HIS ATOMIC PISTOL."

"Sight carefully through atomic beam director with right eye, allowing for fluctuating barometric pressure. Squeeze the neutron blast initiator. This liberates a small stream of neutrons from the Uranium concentrating magazine. This discharge is indicated by a brilliant flash from the fission Rate indicator, and is controlled in intensity by the Fission Control Governor.

"The released stream of neutrons enters the atomic power release chamber where it bombards the atoms of a secret element, resulting in a controlled chain reaction and a release of atomic energy. This energy flashes out through the converging target focuscope as an invisible and extremely radio-active ray which destroys all evil matter in its path and range.

"The muzzle blast Deflector prevents any stray energy from shooting back toward the Atomic Pistol user. The Recoil Absorber absorbs all "kick" resulting from release of tremendous energy developed by Atomic Pistol. The loud report is caused by the high velocity rush of air filling the vacuum created by the burst of Atomic energy which destroys all air in its path."

To those who predict foul things of the future of our race when the present youngsters reach maturity, we should dedicate this description of an "Atomic" pistol. Alternatively, we should consider sending the boys who write this "gobbledehook" to Washington to straighten out the Army-Navy fight.

On the more serious side, this decision is of some interest in showing that descriptiveness may be construed of a non-existent article, or a mark may be considered misdescriptive of an imaginary article, either of which can defeat the mark.

Equally, it renders doubtful the value of any mark based upon "Atomic" notations since if Buck Rogers has not given his favorite blonde some "Atomic" nail polish by now, he certainly will do so some day.

SOME DECISIONS TO ADD TO OUR CONFUSION have recently been published, which only further bear out our constant comment that you rarely can know beforehand how you will come out in your bout with the Patent Office.

"WED-LOK" was held by a District

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MUNCA VARIA ALBEK

Court not to be descriptive of finger rings and wedding ensembles.

"POLI-GRIP" was held to be not confusingly similar to "PERMA-GRIP," while "PERMA-GRIP" was held not to be descriptive of the goods which were dental plate powder, etc.

"JET" was held as not confusingly similar to "JILET" or "GILLETTE," all for razors and blades; it was also held that "JET" was not a telescoped version of "JILET."

"GOLD SEAL" for liquid glass cleaner was held to be confusingly similar to "GOLD DUST" for washing powder for cleaning glassware, etc., even though the backgrounds of the two marks were of different designs.

"EMULSICAPS" was held to be not descriptive of capsules sold in bulk containing medicaments and also was considered not confusingly similar to "MULSAVITE."

The last four decisions were by the Commissioner of Patents.

The following Trade-Marks were recently published in the Official Gazette of the United States Patent Office.

Algaederm—VI—M—568,773
Algaederm Inc., Bellingham, Wash.
Ser. Nov. 15, 1948 D. U. Mar. 5, 1941

Asterma—VI—C—565,606
Astra Lab., Scotia, N. Y.
Ser. Sept. 22, 1948 D. U. July 2, 1948

Bois de Boulogne—VI—BC—560,905
Les Parfums de Dana, Inc., N. Y., N. Y.
Ser. July 8, 1948 D. U. May 24, 1948

Excentric—VI—BC—561,578
Omnium Arts et Industrie, Societe Anonyme, Paris, France
Ser. July 16, 1948 D. U. June 8, 1938

Fabergette—VI—B—548,493
Faberge Inc., N. Y., N. Y.
Ser. Jan. 31, 1948 D. U. Feb. 5, 1947

Famous for its Lather—IV—A—515,486
The J. B. Williams Co, Glastonbury, Conn.
Ser. Oct. 10, 1947 D. U. Oct. 5, 1898

Fluds—IV—A—567,626
Colgate-Palmolive-Peet Co., Jersey City, N. J.
Ser. Oct. 26, 1948 D. U. Aug. 11, 1948

Fluid Gold—VI—C—566,652
John Robert Powers Products Co., Inc., Wilmington, Del., & N. Y., N. Y.
Ser. Oct. 7, 1948 D. U. Feb. 11, 1948

Four Aces—VI—H—553,873 (And Des.)
T. Levine, dba The Myalora Co., Brooklyn, N. Y.
Ser. Apr. 5, 1948 D. U. Nov. 1, 1947

Gilot—VI—BC—508,238
Parfumerie & Savonnerie Gilot, S. A., Paris, France
Ser. Aug. 29, 1946 D. U. June 11, 1943

Hy-O-Lan—IV—A—562,060
Hysan Products Co., Chicago, Ill.
Ser. July 23, 1948 D. U. Sept. 20, 1941

Kerr's—VI—A—545,264
Kerr Salt Co., Phila., Pa.
Ser. Dec. 23, 1947 D. U. Feb. 15, 1890

La Fleur Folle—VI—BC—561,579
Omnium Arts et Industrie, S. A., Paris, France
Ser. July 16, 1948 D. U. Feb. 11, 1938

Laymon's—IV—I—541,554
H. B. La ymon, dba World's Products Co., Spencer, Ind.
Ser. Nov. 18, 1947 D. U. Jan. 1, 1936

Limpidis—VI—BC—530,526
Lancome, S. A., Paris, France
Ser. Aug. 5, 1947 D. U. Nov. 29, 1945

Liqua-Shave—IV—A—521,146
H. A. Pullen, dba Pullen Pharmacal Co., Detroit, Mich.
Ser. Apr. 22, 1947 D. U. Feb. 15, 1947

Liquid Gold—VI—C—559,890
Harriet Hubbard Ayer, Inc., N. Y., N. Y.
Ser. June 22, 1948 D. U. Feb. 25, 1948

Lyric—VI—C—550,077
Sears, Roebuck & Co., dba Lyric Dists., Chicago, Ill. & N. Y., N. Y.
Ser. Feb. 18, 1948 D. U. June 20, 1947

March of Dimes—VI—C—566,568
Christy Cosmetics Inc., N. Y., N. Y.
Ser. Oct. 7, 1948 D. U. Sept. 1, 1948

Mon Amour—VI—B—568,421
Elizabeth Arden Sales Corp., N. Y., N. Y.
Ser. Nov. 9, 1948 D. U. June 28, 1948

Nikki Kaye's Liquid Gold—VI—C—560,707 (And Des.)
Nikkie Kaye, dba Charm Clinic, Chicago, Ill.
Ser. July 3, 1948 D. U. Feb. 26, 1948

No 9—VI—ABC—566,359
Paquin Ltd., Paris, France
Ser. Oct. 2, 1948

Oriental Sapphire—VI—C—476,544
Associated Products, Inc., assignor to Chen Yu, Inc., N. Y., N. Y.
Ser. Nov. 17, 1944 D. U. July 17, 1944

Pennies from Heaven—VI—C—566,569
Christy Cosmetics, Inc., N. Y., N. Y.
Ser. Oct. 7, 1948 D. U. Sept. 1, 1948

Red Fire—VI—C—509,331
Botany Worsted Mills, Passaic, N. J.
Ser. Sept. 19, 1946 D. U. Sept. 8, 1946

Red Plush—VI—B—563,762
J. Strickland & Co., Memphis, Tenn.
Ser. Aug. 19, 1948 D. U. Aug. 9, 1948

S. Green—VI—H—515,230
Sam Green, N. Y., N. Y.
Ser. Apr. 22, 1948 D. U. Feb. 25, 1948

Spotlight—IV—A—558,369
The Cudahy Packing Co., Chicago, Ill.
Ser. June 3, 1948 D. U. Apr. 6, 1933

Staff—IV—A—568,098
Colgate-Palmolive-Peet Co., Jersey City, N. J.
Ser. Nov. 3, 1948 D. U. Oct. 18, 1948

Star-Lustre"—VI—H—564,603
J. C. Bode, Jr., dba Manson Dists., Aurora, Ill.
Ser. Sept. 3, 1948 D. U. July 1, 1948

Ting—VI—T—557,624
The Pharma-Craft Corp., N. Y., N. Y.
Ser. May 22, 1948 D. U. Jan. 6, 1937

Youth—IV—A—539,196 (And Des.)
Murphysboro Grocery Co., Murphysboro, Ill.
Ser. Oct. 27, 1947 D. U. Aug. 28, 1928

Y-Pof—IV—A—565,979
Richard L. Walsh, Los Angeles, Calif.
Ser. Sept. 27, 1948 D. U. Mar. 15, 1948

Act of 1946

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Jan-O—VI—D—212,089
Reg. Apr. 27, 1926 To Janitors Supply House, Inc., Baltimore, Md.
Repub. by registrant

Lady Godiva—VI—C—380,456 (and des.)
Reg. Aug. 20, 1940 To Van Tamerlane, Present address San Francisco, Calif.
Repub. by registrant

Le Masque Porcelaine—VI—C—344,560
Reg. Mar. 30, 1937 To Caron Corp., N. Y., N. Y.
Repub. by registrant

Lovers-Knot—VI—B—438,505
Reg. Apr. 27, 1948 To Kay Daumit, Inc., Assignor to Barbara Gould, Inc., N. Y.
Repub. by Barbara Gould, Inc.

Lucene—VI—D—340,603
Reg. Nov. 17, 1936 To California Dental Supply Co.
Repub. by Godissart Products, Inc., Los Angeles, Cal.

Menace—VI—B—402,137
Reg. June 29, 1943 To Evelyn Westall, dba Evelyn Westall Co., N. Y., N. Y.
Repub. by registrant

Mistletoe—VI—C—328,326
Reg. Sept. 24, 1935 To Cosmetique Labs., of America
Repub. by C. L. Eaton, dba Duvelle's, Portland, Ore.

Moonstruck—VI—CE—435,110
Reg. Dec. 9, 1947 To Barbara Gould, Inc., N. Y., N. Y.
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New Year's Eve in Havana—VI—BCDH—293,909
Reg May 10, 1932 To F. C. Reilly
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No. 10—VI—B—357,106
Reg. May 24, 1938 To Barbara Gould, Inc., N. Y., N. Y.
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No. 25—VI—B—357,107
Reg. May 24, 1938 To Barbara Gould, Inc., N. Y., N. Y.
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No. 30—VI—B—357,108
Reg. May 24, 1938 To Barbara Gould, Inc., N. Y., N. Y.
Repub. by registrant

No. 40—VI—B—357,109
Reg. May 24, 1938 To Barbara Gould, Inc., N. Y., N. Y.
Repub. by registrant

Opal Dentallina—VI—K—229,987
Reg. July 12, 1927 To J. S. Tyree, Chemist, Inc., Washington, D. C.
Repub. by registrant

Purr-R-R—VI—C—441,717
Reg. Dec. 28, 1948 To F. Stevens Cosmetic Corp., assignor to Sol Morton
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Rio Spice—VI—B—381,987
Reg. Oct. 15, 1940 To Irresistible, Inc.
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Royal Hawaiian—VI—BC—235,803
Reg. Nov. 29, 1927 To H. A. Bode, dba Royal Hawaiian Labs., Honolulu, Hawaii
Repub. by registrant

Royal Hawaiian Laboratories—VI—CM—240,346
Reg. Mar. 27, 1928 To H. A. Bode, dba Royal Hawaiian Labs., Honolulu, Hawaii
Repub. by registrant

Sarane—VI—E—314,063
Reg June 19, 1934 To Mountain Varnish & Color Works, Inc.
Repub. by M. V. C. Labs., Toledo, O.

Satin—VI—CM—84,152
Reg. Nov. 7, 1911 To Albert F. Wood, Detroit, Mich.
Repub. by registrant

Setagene—VI—G—223,852
Reg. Feb. 15, 1927 To Eugene, Ltd., N. Y., N. Y.
Repub. by registrant

Skylark—VI—BCE—383,865
Reg. Dec. 24, 1940 To Barbara Gould, Inc., N. Y., N. Y.
Repub. by registrant

Sun Ray—VI—CH—441,638 (and des.)
Reg. Dec. 21, 1948 To M. Langhaus, dba Sun Ray Hair Preparations Co., N. Y., N. Y.
Repub. by registrant

Compounder's Corner

Pyrogen Tests

Reporting on their experiments on pyrogens in injection solutions, J. Dorche and G. Bouthier (*Ann. Pharm. Francaises* 7:267, 1949) describe a simplified procedure suited to laboratories with relatively modest equipment. They consider the instructions of the U.S.P. 1947 too stringent, and they suggest that it is not necessary to eliminate from the test, rabbits with a temperature below 38.9° C. Instead, they determined the average temperature of the rabbits over a seven days' preliminary study; those with a variation of 0.5° C. above or below the average were not used for tests on that day. The workers adopted the usual technique of injecting into each rabbit a total volume of solution corresponding to 10 mils per kilo. They did not follow the American recommendations to make the solution isotonic, and they show that rabbits tolerate hypotonic solutions and distilled water very well in the dose given.

Swiss Dentifrice Patent

An unusual tooth paste is described by M. Lindecker in Swiss patent 233,-039 (through *Chem. Abstr.* 43:5910, 1949). This dentifrice is made by triturating the following materials with the addition of a sufficient quantity of water to make a smooth paste:

Methylene urea	**10.00 parts**
Talc	**20.00 parts**
Glycerine	**10.00 parts**
Peppermint oil	**0.01 part**

Mode of Action of Antiperspirants

In the *Archives of Dermatology and Syphilology* (60:404, 1949), M. B. Sulzberger, F. G. Zak and F. Herrmann observe that little is known of the mechanism involved in the modifications of sweat secretion which are routinely produced through topical remedies, such as the common topically applied "antiperspirants." They point out that narrowing of the opening of the sweat ducts, is generally regarded as the cause of decreased or inhibited sweating under the influence of the widely used antiperspirant preparations. Pharmacologists and dermatologists quite uniformly ascribe this effect to the astringent properties of the active ingredients, this ascription applying equally whether the preparation contains aluminum salts, zinc salts, formaldehyde or resorcinol. Occasionally also the adsorbent action of the metal salts in use is mentioned as an effective mechanism. In the hope that histological examinations might shed some light on the mechanism of action of these topical antiperspirants, Sulzberger and his coworkers secured the cooperation of eight men and one woman who permitted the taking of biopsies after application of antiperspirants. In this work, 12 biospy specimens were taken from the axillary skin of healthy volunteers after application of two antiperspirant preparations containing aluminum sulfate as the active ingredient. The formulas for the two preparations tested are as follows:

Formula A

Waxy components: glycol stearates and stearic acid	12%
Emulsifying agents: solution of sodium alkyl benzene sulfonates	8%
Hydrated aluminum sulfate	20%
Inert filler	13%
Water	47%

Formula B

Waxy components: glycol stearates and stearic acid	16%
Emulsifying agents: solution of sodium alkyl benzene sulfonates	4%
Light liquid petrolatum U. S. P.	2%
Hydrated aluminum sulfate	20%
Inert filler	13%
Water	44%

Formula A was found to be much more effective in reducing sensible perspiration than was formula B.

In discussing their findings, these workers state that perhaps the least expected, but at the same time the most distinct and uniform, observation in these histologic studies is the invariably present inflammatory reaction. For practical reasons it may be pointed out that the presence of this microscopically observed inflammation does not indicate that antiperspirant preparations are more harmful than they are generally considered to be. For millions of people are using these products effectively and without suffering any harm. On the other hand, the generally known occasional appearance of clinical inflammatory reactions under the influence of antiperspirants is readily understood in the light of the observations. The other unexpected, though clear, result of the histologic investigations is the discovery that the usual assumption of an astringent action of antiperspirants, with consequent narrowing or collapse of the openings of the sweat ducts, finds no support whatsoever in microscopic studies. With our technic it was seen that most, if not all, of the ostiums were wide open after use of the preparations.

Although the histologic observations give no single, simple explanation of the mode of action of the antiperspirants used in these experiments, it appears probable that the inflammatory reaction and degenerative alteration of the sweat glands are involved in the mechanism of the decrease of sensible perspiration. This assumption is in agreement with the fact that a weaker inflammatory response was observed microscopically after application of the less effective antiperspirant preparation, B, than was seen after use of the more effective formula, A—and the absence of the characteristic changes in the control specimens. Describing their findings as providing very preliminary information, these workers stress the need for further investigation.

Anesthetic Burn Cream

According to a note in the *Chemist and Druggist* (152:475, 1949), the following formula is suggested for making an anesthetic burn cream:

Anhydrous lanolin	**30**
Vegetable oil	**33**
Spermaceti	**10**
Isobutyl *p*-aminobenzoate	**2**
Water	**25**

Melt the fatty ingredients in a water bath and dissolve therein the isobutyl *p*-aminobenzoate. Add the water last, previously warmed to approximately the temperature of the water bath. Add the water in divided portions with thorough agitation until completely incorporated.

P.A.S. Preparations

Sodium para-aminosalicylic acid, commonly known as P.A.S., is finding increased use in the treatment of tuberculosis. Aside from its oral administration, the drug is also being applied topically. Hence the interest in the preparations offered by K. H. Oberweger (*Pharm. J.* 163:36, 1949). For example, a sterile jelly for injection

into tuberculous sinuses and cavities can be made from:

Sodium p-aminosalicylic acid	**20.0 Gm.**
Tragacanth	**0.4 Gm.**
Sodium metabisulfite	**0.1 Gm.**
Glycerine	**0.5 Gm.**
Water, to make	**100.0 Gm.**

The tragacanth base is sterilized separately by autoclaving, the P. A. S. by dry heat. The nudicament, which dissolves readily, is incorporated under aseptic conditions by adding the base gradually into a sterile mortar. It is then distributed aseptically into sterile tubes. In use, the contents of a tube are expelled into the barrel of a hypodermic syringe and the piston inserted.

An ointment has also proved useful. The ointment prepared according to the following formula has been shown to be stable for at least three months at room temperature.

Sodium *p*-aminosalicylate	**10.0**
Eucerin anhydrous	**60.0**
Sodium metabisulphite	**0.1**
Water, to make	**100.0**

The aqueous solution of sodium p-aminosalicylate and sodium metabisulphite, warmed to 65° C., is added to the anhydrous Eucerin at the same temperature and triturated while cooling. The ointment is finally milled.

Insect Repellents as Cosmetics

In the opinion of W. G. McAllister (*Soap Perfumery & Cosmetics* 22:848, 1949), cosmetic manufacturers would do well to study carefully the market possibilities of insect repellents. Nobody in his senses would claim that the peak of effectiveness and aesthetic appeal in this particular field had yet been reached.

The choice of repellent is an important consideration. A good repellent should be non-toxic, non-irritant, effective against a wide variety of flies and other insects (particularly house flies, mosquitoes, horse flies and other common pests); and, in addition, it should be inodorous or only mildly and pleasantly odorous—and, of course, it should be pleasant to use. Extensive research has led to the discovery of some very useful insect repellents. The most notable and widely successful of these was dimethyl phthalate or D.M.P., a colorless, almost odorless liquid with a greasy feel, well-known to the majority of cosmetic and perfumery chemists. Then came Indalone, Rutgers 612, NMRI-448, 6-2-2, Dimethyl Carbate, and many others. McAllister explains that Indalone is the proprietary term used by U. S. Industrial Chemicals Inc. to describe their n-butyl mesityl oxideoxalate. Rutgers 612 is the designation applied by the Carbide and Carbon Chemicals Corporation, to their 2-ethyl hexanediol-1, 3. NMRI-448 is an American repellent, developed by the U. S. Navy and consisting of 7 parts of 2-phenylcyclohexanol and 3 parts of 2-cyclohexyl cyclohexanol. It has found special application in repelling mosquitoes. 6-2-2 is the term applied to a mixture of 60 per cent D.M.P., 20 per cent Rutgers 612 and 20 per cent Indalone. It has proved very successful as a general-purpose repellent. Other than the foregoing, only Dimethyl Carbate (cis-bicyclo, 2,2, 1-5 heptene-2, 3-dicarboxylic acid dimethyl ester) has been recommended by the U. S. Bureau of Entomology and Plant Quarantine. Some pyrethrum extracts are said to act as insect repellents as well as insecticides. Thyme and geranium oils, sassafrass and camphor, are reported to be useful—as, of course, is the more conventional citronella.

Against the housefly (*Musca domestica*), certain fatty acid derivatives have apparently proved effective. Thus undecylonitrile, lauronitrile, tridecylonitrile, and dococyl alcohol were more repellent than citronella oil.

Much effort has been made to develop creams that will greatly extend the repellent time. Some vanishing-cream and cold-cream preparations have given protection equal to that given by the active ingredients, but none have given protection that greatly exceeds that of the undiluted ingredients. These cream-type preparations may contain only 10 to 25 per cent of the repellent, but some may be stable if they contain up to 40 to 60 per cent. The proportions of each ingredient vary greatly with the type of liquid repellent used. For experimental purposes the Orlando Laboratory (of the U. S. Bureau of Entomology and Plant Quarantine) has found the following formula to be satisfactory for many of the liquid repellents:

Stearic acid	**40.0 Gm.**
Potassium carbonate	**0.6 Gm.**
Glycerine	**12.0 cc.**
Water	**68.0 cc.**
Liquid repellent	**80.0 cc.**

In addition to the creams, numerous powder pastes have been tested. These preparations contain such powders as bentonite, china clay, and zinc oxide, and frequently resins and plastic materials, the liquid repellent serving as the moistening agent. The proportions of each ingredient necessary to make a paste of suitable texture vary with the powder used. A paste which has been used at Orlando as a standard contains:

Liquid repellent	**65 per cent**
Bentonite	**33 " "**
Calcium stearate	**2 " "**

According to McAllister, it seems probable that one of the most suitable vehicles in which to incorporate repellents would be a suntan cream or lotion. With complexity of make-up and other toilet items at its present high level, it would appear desirable to introduce an insect repellent as a dual-purpose line rather than still another specialized item. Another idea would be to incorporate suitable, satisfactory insect repellents into summer grades of hair creams, brilliantines and other hair dressings. It is pointed out that these suggestions have a practical foundation in fact. Most insect repellents have proved too oily and messy for pleasantly aesthetic application to the skin. The modifying effect of using them in a pigmented cream or lotion of the suntan or some similar type would be definitely advantageous. Alternatively, they could well be used in preparations that are normally acceptable in an oily state—such as hair fixatives.

Liquid Dermatologic Vehicle

In the *Bulletin of the American Society of Hospital Pharmacists* (6:118, 1949), G. H. Phillips reports that the following formula was devised to provide the dermatologist with a liquid, water soluble vehicle for external application of medicinals to the body. This vehicle is especially useful in treating scalp diseases as it is inconspicuous and easily removed. Many of the commonly used drugs for skin disease are completely soluble in this vehicle including benzoic acid, salicylic acid, betanaphthol, chloral hydrate, coal tar solution, menthol, phenol, pilocarpine hydrochloride, resorcin, resorcin monoacetate and so forth. Sulphur and ammoniated mercury may be suspended in it.

Isopropyl alcohol	**20.0 cc.**
Propylene Glycol	**20.0 "**
"Tween 20"	**10.0 "**
Distilled Water	**50.0 "**

This may be perfumed as desired.

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Advancing Therapy

Trihexyphenidyl for Parkinsonism

In the *Journal of the American Medical Association* (141:381, 1949), K. B. Corbin reports that the new synthetic antispasmodic compound, trihexyphenidyl ("Artane," 3-[1-piperidyl]-1-phenyl-1-cyclohexyl-1-propanol hydrochloride), has been given to 104 patients suffering from parkinsonism, spasmodic torticollis, facial spasm and miscellaneous dyskinesias. More than half of these patients have received the drug for longer than six months. The majority of the patients of each of these groups appeared to derive sufficient subjective benefit from the treatment to justify its continuance. Disagreeable side reactions were usually avoided when small initial doses of the compound were administered and gradually increased until optimal benefit was obtained. Unpleasant effects noticed occasionally by 41 patients were, in the order of frequency, dry mouth, nausea, "giddiness," blurring of vision, nervousness or "jitteriness," tinnitus, "tightness in the head" and soreness of the mouth. Four patients have manifested severe and immediate toxic reactions, namely, mental confusion, dizziness with nausea, and marked agitation. The chief virtue of trihexyphenidyl appears to be its ability to provide symptomatic relief comparable to or greater than that afforded by the usual belladonna alkaloids while causing fewer disagreeable side reactions. Thus far, no alterations have been noted in blood counts or in the results of urinalysis which could be attributed to the administration of trihexyphenidyl. Corbin emphasizes that his observations are based largely on subjective data and that current impressions may need modification when more data are available.

Combined Penicillin and Ice Therapy

In the *Bulletin of the Johns Hopkins Hospital* (84:245, 1949), R. A. Gilbert, R. A. Calt and D. J. Roose report that the combined use of ice packs and local injection of penicillin proved superior to intragluteal injection of penicillin or use of ice packs alone in the treatment of infections. The three methods were compared in the treatment of 15 cases of varicose ulcer, 60 cases of secondarily infected epidermophytosis and 60 cases of wound infection. With the combined therapy, ice was placed about the site of infection for about one hour, the area was then painted with a skin disinfectant, and 500,000 units of penicillin, dissolved in 10 cc. of 1 percent procaine solution, were infiltrated about the site of infection; five ice bags were then kept about the infected area for periods of 12 hours to five days. In patients so treated infection disappeared and did not recur, except in one severe case which appeared to be penicillin resistant. In nine patients with infected leg wounds treated with ice and penicillin, penicillin was detectable in the blood stream at the end of 31 hours. Chilling appeared to inhibit bacterial growth and to aid the retention of penicillin in the tissues.

New Theory of Dental Caries Production

In presenting a new hypothesis on the production of dental caries, P. Pincus (*Brit. Med. J.* 2:358, 1949) points out that human molar teeth show cusps on the biting surfaces; between the cusps lie grooves. The biting surfaces are known as occlusal surfaces, and the grooves as occlusal grooves. It is of some importance to note that these grooves are commonly the site of caries, especially in the case of the lower first molars. In considering the mode of production of caries the contents of the occlusal grooves must be taken into account, since the grooves themselves are often so narrow that the conents are unlikely to be removed by the chewing of food or the use of a toothbrush. In newly-erupted teeth the grooves contain two structures; one being a mucoprotein (a substance containing mucoitin sulphuric acid). The enamel is covered with a layer of mucoprotein at eruption and throughout life is permeated with it, while dentine, which lies below the enamel, contains chondroitin sulphuric acid. Gram-negative bacilli found in caries can release an enzyme, sulphatase, which in turn, Pincus suggests, can release sulphuric acid from the combined forms contained in dentine and enamel thus attacking the calcium salts in both structures, and consequently causing caries.

Oral Streptomycin for Enteritis

Several preliminary reports have appeared in the literature indicating that shigellosis responds favorably to treatment with streptomycin. However, in view of the toxic reactions observed in connection with parenterally administered streptomycin, S. Ross and his associates (*J. A. M. A.* 141:183, 1949) felt it worth while in a series of cases of enteritis caused by Shigella organisms to use orally administered streptomycin exclusively. Thirty-four infants with enteritis were treated in this way. In both the acute cases and the carrier group, a prompt disappearance of the pathogen from the stool followed the initiation of streptomycin therapy in every case. Clinically, the improvement was commensurate with the salutary effect observed bacteriologically. In 5 patients a cultural reversal was observed on stool culture within one month after discharge from the hospital. These may have represented either a relapse or a reinfection. Comparison of orally administered streptomycin, aerosporin and sulfadiazine in the treatment of 61 patients with bacillary dysentery caused by Shigella indicates that all three drugs are effective agents. However, in view of the toxicity of aerosporin, streptomycin and sulfadiazine are the drugs of choice.

Bacitracin for Dermatoses

In the study reported by J. L. Derzavis, J. S. Rice and L. S. Leland (*J. A. M. A.* 141:191, 1949), 138 patients with deep and superficial pyodermas were treated with an ointment consisting of 1,000 units of bacitracin per gram of petrolatum. Response to therapy was rapid and effective in all lesions wherein direct contact with the bacitracin ointment was obtained. It is the impression of these workers that bacitracin is the most effective agent used in the therapy of superficial strep-

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todermas and staphylodermas. Response to this topically applied agent is at least as rapid as responses to sulfonamide compounds, penicillin, chlorohydroxyquinoline iodochlorohydroxyquinoline nitrofurazone and ammoniated mercury. More important is the extremely low incidence of allergenicity of the bacitracin preparation used in this investigation. The only instance of dermatitis venenata occurred in a patient with pyoderma and chronic lymphatic leukemia who was hypersensitive to a multiplicity of therapeutic agents.

The direct contact of bacitracin with the infected area is evidently necessary to effect a cure. This is evident in the rapid response of such superficial pyodermas as impetigo contagiosa and infectious eczematoid dermatitis. Contrariwise, the deeper folliculitides, including sycosis vulgaris and hidradenitis suppurativa, exhibited failures in roughly the same proportion as had been experienced with other antibacterial agents. Of particular note is the exceedingly rapid response in most cases of impetigo contagiosa. Many of these eruptions were dry and cured within forty-eight hours of the initiation of therapy.

Noteworthy is the fact that there was only one proved case of hypersensitivity to this new antibiotic among the 288 patients (138 clinical and 150 patch test cases) in this study. Hence it may be concluded that bacitracin is a new and potent agent for the treatment of the accessible pyodermas. Of particular note is its extremely low index of allergenicity as evident in results obtained at this time.

Prolonged Vitamin Deficiencies

At the 116th meeting of the American Chemical Society, A. F. Morgan suggested that arthritis, arteriosclerosis, and other degenerative diseases may be the results of prolonged vitamin deficiencies. She explained that certain vitamin deficiencies, especially those of riboflavin and pantothenic acid, have the same effect on the body as external stresses such as exposure to high altitude. When the body is subjected to severe external stress, adrenal cortex hormones are produced in unusual amounts, and as a result the body swiftly converts carbohydrates into energy to meet the emergency but vitamin deficient animals are unable to step up manufacture of the vital hormones and, therefore, do not adjust themselves to the physiological demands. The theory that some people, because they inherit an abnormally high requirement for certain nutrients, suffer chronically from vitamin deficiency even though they eat a good diet raises possibilities as to the origin of such derangements as are seen in arthritis, arteriosclerosis, and other degenerative conditions.

The recent demonstration of the value of an adrenal cortical hormone in the treatment of arthritis increases the interest attached to these interrelationships of vitamins and hormone mechanisms. Whatever may be the truth of these speculations, more light is urgently needed on the mechanism of all nutritional deficiencies and undoubtedly also nutritional excesses.

Morgan, who was the first to report that pantothenic acid deficiency caused graying of the hair, stated that this vitamin has an important effect on the adrenal glands, and in fact, in extreme cases of pantothenic acid deficiency, animals die because the adrenal cortex stops functioning. The effect on the adrenal glands of a lack of riboflavin is strikingly similar, she noted, pointing out that sudden collapse with hemorrhagic adrenals, extremely low blood sugar and liver starch, fatty livers and hemoconcentration were characteristic of both deficiencies. The supposed role of both vitamins in carbohydrate metabolism further suggested that the primary failure may be incurred in the carbohydrate oxidations and reducations in the tissues, and the adrenocortical exhaustion may be secondary.

Value of Intravenous Procaine

Writing in *Anesthesiology* (10:173, 1949), D. J. Graubard and M. C. Peterson report that they employed intravenous administration of procaine hydrochloride as a safe hospital procedure under controlled conditions in a series of 448 cases in which 1,954 infusions of the drug were given in one year without morbidity or mortality. There were 224 patients with traumatic conditions, including 31 with fractures treated after reduction, 36 with low back pain due to myofascitis and 33 with reflex sympathetic dystrophy, in whom the results obtained with the drug in the management of pains were uniformly good. There were 194 patients with inflammatory conditions. Intravenous administration of procaine hydrochloride in conjunction with vitamin C provided persistently good results in arthritis, but the drug is still considered in the investigative stage. The improvement noted in patients with spastic conditions of neurologic origin recommends this form of treatment for further clinical study. Results with procaine hydrochloride seemed superior to those obtained with curare. Procaine hydrochloride is an adjuvant in the treatment of selected, traumatic, inflammatory and spastic conditions.

Studies on Oral Penicillin Administration

It is obvious say H. Brindle and W. G. Keepe (*Pharm. J.* 163:266, 1949) that penicillin medication would be greatly simplified if it were possible to produce efficient blood levels by oral administration and there are many reports in medical and pharmaceutical literature of efforts to accomplish this. Nearly all the experimental work on the oral administration of penicillin has been planned with the object of preventing as far as possible the action of stomach acid on the penicillin.

Most investigators are agreed that when penicillin is taken orally, about five times the intramuscular dose must be used to produce similar blood levels. Results would appear to be very erratic and often contradictory. Buffers are variously stated to increase the efficiency and to have no effect, and there is also evidence that increased blood levels result if the dose is taken fasting. The United States Pharmacopoeia contains monographs on tablets of penicillin for oral use buffered with calcium carbonate, sodium citrate, aluminium hydroxide or other approved buffers. In view of the uncertainty of much of the available information regarding the efficiency of such preparations, it was decided to carry out an investigation on the oral administration of penicillin and the most satisfactory conditions for such administration.

In their report details are given of a number of experiments on the oral administration of penicillin. The results of the dose were estimated by a determination of urinary excretion of the penicillin. After many experiments, some checked by X-ray observations, the use of enteric capsules (formalized gelatin) for enclosing the dose was abandoned as impracticable. It was found that the best results were obtained by taking the dose of penicillin with water early in the morning, usually one or two hours before breakfast. During the day each dose should be preceded by 2 Gm. of calcium carbonate and taken one hour before meals. It is suggested that each dose should be 100,000 units.

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READERS' QUESTIONS

EPILATOR WAX: One of my clients is very much interested in obtaining several formulas for epilating waxes. He would like to prepare an efficient product of this sort and would like to be able to test several formulations. Can you help me? New York City.

I think the following will be suitable for your client:

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Light colored rosin	**52.0**	**per cent**
Yellow beeswax	**25.0**	**" "**
Paraffin	**17.0**	**" "**
Petrolatum	**5.0**	**" "**
Perfume	**1.0**	**" "**

Melt the rosin and the waxes, mix and add the petrolatum, then when the temperature drops to about 60°C., add the perfume and pour the melted mass into suitable molds. When this wax is used it is melted and painted over the surface to be dehaired.

II

Rosin	**42.0**	**per cent**
Yellow beeswax	**37.0**	**" "**
Carnauba wax	**6.0**	**" "**
Mineral oil	**14.0**	**" "**
Perfume	**1.0**	**" "**

Use the same procedure as in the above formula.

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From time to time formulas for solidified perfumes have been published in our Readers' Questions column and occasionally reports from other publications have been abstracted in other parts of the magazine. However, it may be said that most solid perfumes consist essentially of the perfume added to alcohol made more or less "solid" by the addition of a sodium stearate soap. With respect specifically to solid colognes, I would suggest that you follow the procedure given below, as taken from the publication called *The Alchimist:* take 45 parts of stearic acid, first grade, and melt. Add 5 parts of sodium carbonate together with 950 parts of alcohol (94 per cent) in which a suitable quantity of eau de cologne essence is dissolved previously. Bring the mixture to such a temperature that the stearic acid is completely saponified and keep the product at this temperature for about one hour. Next run the cologne while still liquid into the moulds.

This publication also incudes the following formula:

Stearic acid	**15**
Alcohol, 94%	**200**
Dissolve, gently heating, and add Sodium carbonate	**10**
Water	**30**

BULK LAXATIVES: I am interested in making a laxative that will produce bulk. I have experimented with gums, psyllium, flax seed and methyl cellulose. Any suggestions that you may give me will be appreciated. Pasadena.

The newest approach in the field of bulk laxatives is the use of cellulose derivatives and several products containing these bulk-producing agents are on the market. In this connection I would suggest that you read the article "Cellulose Esters in the Treatment of Constipation" by Mark M. Marks, appearing in the *American Journal of Digestive Diseases* for June 1949.

SACHET POWDERS: We will appreciate it very much if you will supply us with a formula for the production of sachet powders. Wazahachie.

Modern products of this type consist essentially of an inert powdered vehicle such as talc or finely pulverized sawdust, mixed with a perfume compound especially prepared for this purpose. Such compounds can be obtained from your perfume supply house or from one of the perfume companies listed in our publication.

AMMONIATED TOOTH PASTE: I have made a very careful search of the literature and I have not been able to find a formula for an ammoniated tooth paste. I have seen several formulas for the powders and one for the mouth wash. Do you have any information on a method for making a paste that contains both ammonia and urea? Brooklyn.

You are quite right, I have not seen a formula for an ammoniated tooth paste either. However, J. A. Kramer of the Victor Chemical Works has given me what looks like a good working formula. He is not prepared to say just how closely some of the commercial pastes follow this formulation but he feels that it will at least provide a good starting point for anybody interested in this type of product. The tentative formula is as follows:

Tricalcium phosphate (Victor)	**26.67**	**per cent**
Glycerine	**45.40**	**" "**
Water	**15.40**	**" "**
Flavoring	**0.58**	**" "**
Gum tragacanth	**0.96**	**" "**
Saccharin	**0.10**	**" "**
"Nacconol" LAL	**2.89**	**" "**
Diammonium phosphate, Powd. FF	**5.00**	**" "**
Urea, 100 mesh	**3.00**	**" "**

Allow the gum to expand in the water at room temperature for thirty minutes, then add glycerine and mix well. Add slowly all of the tricalcium phosphate to the gum-water-glycerine solution, and mix thoroughly. Mix in remaining constituents in the following order: Saccharin, peppermint, diammonium phosphate, urea, "Nacconol" LAL. After adding Nacconol mix no longer than necessary to obtain complete distribution.

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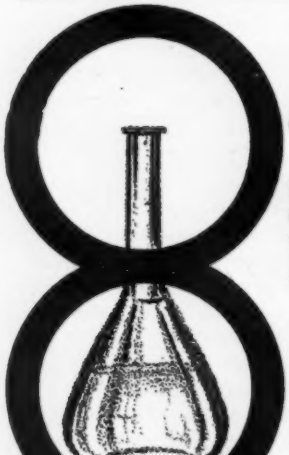

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Perfumer's Shelf

Perfumes and Emulsion Stability

Investigations which should be of great value to both the perfume and cosmetic industry are being made at the Cosmetic Research Laboratory of Givaudan-Delawanna, Inc., New York, N. Y. In a progress report of this work, published in *The Giraudanian* for September, 1949, it is pointed out that the expression "stability of a perfume oil in a cosmetic emulsion" usually refers to the fact that the perfume will not change in odor character, or it may mean that it is stable against discoloration, but rarely if ever is it employed to mean having any effect on the stability of the emulsion itself. Very little work has been done to determine what effect a perfume oil has on the stability of an emulsion, probably for the very good reason that no serious detrimental effect has ever been noticed when the perfume is used in the usual concentration of 0.25 per cent to 0.5 per cent based on the total weight of the emulsion. This, however, became an important consideration when, due to wartime alcohol shortages, cream colognes were introduced. In these thin creamy emulsions, the concentration of perfume oil ranged from 3 to 6 per cent, and very few if any cream colognes were stable for any length of time.

Such observations, among other considerations, led to the setting up of a project to determine if the stability of normally stable emulsions is affected by either perfume oils or the materials from which they are made. Obviously, the study must be of long duration, but the observations made over a nearly three-month period are quite indicative and interesting. For testing, the investigators selected five compounded perfume oils (two of rose character, a bouquet, a lilac, and a light floral type), five aromatic chemicals (synthetics and isolates), and three esssential oils. Each material was tested in selected types of emulsions in concentrations of 0.25 per cent, 0.5 per cent, and 1 per cent, although a 1 per cent concentration is rarely used in cosmetic creams and lotions of usual, well-known types. The list of thirteen products tested are as follows: 1. Rose Perfume GD-5010, 2. Rose Perfume GD-5315, 3. Bouquet Perfume GD-5035, 4. Lilac Perfume GD-776 Revised, 5. Light-floral type Perfume GD-5678, 6. Phenyl ethyl alcohol, 7. Geraniol Pure, 8. Terpineol Extra 9. Hydroxycitronellal, 10. Amyl cinnamic aldehyde, 11. Rose de mai absolute, 12. Geranium Bourbon, 13. Lavender (50 per cent ester content).

Tests were conducted on five liquid emulsions, one of which was thin in consistency, and the remaining four of a heavier viscosity. Four of these were of a greaseless type, and the fifth a high-concentration mineral-oil emulsion. In formulating these lotions, they used emulsifiers which are in general use in the industry. Two of the emulsions were formed by triethanolamine stearate, one by potassium stearate and quince-seed mucilage, another using "Arlacel 60" and "Tween 20," and the fifth by the reaction of 2-methyl-2-amino-1, 3-propanediol and stearic acid.

In studying the results obtained to date, it was found that none of the essential oils tested in any concentration affected the stability of any of the lotions. They caused neither creaming nor separation of the emulsion. In fact, creaming did not occur in any of the test lotions. In the case of the synthetic aromatics and isolates, the only one of the five different lotion formulations affected was the potassium stearate-quince seed emulsion. Geraniol Pure caused separation in all three concentrations, and Terpineol Extra caused separation in the 1 per cent and the 0.5 per cent concentrations. Perfume oil GD-5678 also caused separation in this emulsion, but only in the 1 per cent concentrations, the other two being stable.

In the case of the compounded perfume oils, the only other separation was observed when Rose Perfume GD-5010 was used in a concentration of 1 per cent in the amino-glycol-stearate emulsion. When another rose perfume, GD-5315, was used, the stability of the emulsion was unaffected, even though the concentration was high. This experiment, it is noted, particularly confirms the observation that a perfume oil can be blended, regardless of the desired odor character, which does not affect stability. It also confirmed the observation that it is not the odor type, whether it be rose, violet, lilac, or an unnamed bouquet, that causes instability, but individual ingredients that may be present.

In the case of the quince-seed emulsion, the three separations that were observed caused considerable surprise because of the known stability of this type of emulsion. In the past, these workers have stabilized cream colognes with 25 per cent of such a mucilage and have found them to be stable for 18 months. This phase of the investigation will be continued, using other gums as a source of mucilage, and also using other soaps with quince-seed mucilage.

From this investigation, so far, it can be said that it is possible for a perfume oil in a 1 per cent concentration to affect a liquid emulsion. The possibility of 0.25 per cent concentration, which is the usual one for emulsified lotions, affecting its stability, seems more remote. However, of far greater importance, as in the case of the two rose perfumes, is the fact that if one perfume oil does cause separation, another of similar character can be made which will have no such effect. It is also pointed out that the question of the possible effect of perfume oils on the emulsions is further minimized when it is appreciated that the problem can be attacked from either of two angles—first the formula of the perfume oil can be revised, or a different emulsifier can be selected.

Essential Oil of Primrose

A paper by A. Goris on the essential oils of the primrose (*Primulaceae*), originally published in the *Travaux des Laboratoires de la Faculte de Pharmacie de Paris* is summarized in the *Perfumery & Essential Oil Record* for June, 1949. Here it is stated that the essential oils from the roots of the Primula consist of esters of salicylic acid or of 4-or 5-methoxy salicylic acid, singly or together, with aromatic ketones of analogous composition to these esters.

The essential oil from *Primula of-*

ficinalis Jacq. is a mixture of the methyl ester of 2-hydroxy-4-methoxybenzoic acid, the methyl ester of 2-hydroxy-5-methoxybenzoic acid and a small quantity of an unidentified aromatic ketone. The essential oil from *Primula acaulis* Jacq. is a mixture of the methyl ester of 2-hydroxy-5-methoxybenzoic acid and 2-hydroxy-5-methoxy-acetophenone. Both these compounds are hydroquinone derivatives. The essential oil from *Primula viscosa* Vill. is a mixture of the methyl ester of 2-hydroxy-4-methoxybenzoic acid and 2-hydroxy-4-methoxy-acetophenone (paenol). These two compounds are resorcinol derivatives. The oil from *Primula auricula* L. is a mixture of the methyl ester of 2-hydroxy-5-methoxybenzoic acid and 2-hydroxy-4-methoxy-acetophenone (paenol). These two bodies do not belong to the same group. The essential oil from *Primula farinosa* L. consists of benzyl salicylate with a small quantity of benzyl benzoate.

These essential oils result from the enzyme primeverase or glucosides present in the plant. Two of the latter have been isolated and their constitution determined.

Terpenes of Sweet Flag Oil

In studies on the terpenic constituents of the essential oil of sweet flag (*Acorus calamus L.*), F. Sorm and V. Herout (*Collection Czechoslov. Chem. Communs.* 13:177, 1948, through *Chem. Abstr.* 43:3807, 1949) subjected oil of Dutch origin to fractionation after the separation of acidic and phenolic substances. The lower boiling fractions (42-70°C.) contained terpenes which polymerized upon standing and were not further examined. They report that *d*-camphor was isolated, as was a terpinic alcohol ($C_{10}H_{16}O$) and an alcohol ($C_{15}H_{18}O$) fraction which was unsaturated. From these substances arose the characteristic odor of this essential oil. Calamene ($C_{15}H_{24}$), with a specific gravity of 0.9226 and an index of refraction, was found to be a mixture of a bicyclic hydrocarbon and a tricyclic hydrocarbon. A fraction ($C_{15}H_{24}O$), named acoroxide and probably possessing two double bonds and a carbonyl oxygen, was easily hydrogenated to $C_{15}H_{26}O$, which did not contain active hydrogen. A ketone ($C_{15}H_{26}O$), called calamone, was converted to the semicarbazone, melting at 185-7°C. These workers also isolated two isomeric diketones; one being acorone ($C_{15}H_{24}O_2$) and the other a substance called calameone ($C_{15}H_{26}O_2$).

Theories of Odor Perception

In their comprehensive review, E. C. Crocker and L. B. Sjostrom (*Chem. & Eng. News* 27:1922, 1949) call attention to the familiar fact that, despite years of scientific study, the how and why of odor preception remains unknown. They define odor as that property of a substance which excites the sense of smell. From a practical standpoint, odor is nasal stimulation caused by certain kinds of molecules dispersed in air. It may be reasoned that odor is a molecular property, for molecular dispersion is the only general type of gaseous dispersion which is possible in air; also, every slightest change in molecular constitution or configuration is attended by odor difference. Even optical isomers, which are chemically identical, have different odors. Hundreds of thousands of recognizably different odors exist.

These workers point out that there is much to be said in favor of using the human nose for the detection of odor. It is certainly convenient to use, very sensitive to most odors, and its findings generally can be replicated by the same or other persons. Industries can be operated successfully on the nasal reactions of a few trained operators such as tea tasters, coffee tasters, water sniffers, and cooks in general.

They observe that many theories have been proposed for the detection of odor by animal scent organs, but so far most of them have the status of pure guesses. There are chemical theories which postulate that some kind of chemical action takes place at or near the sensory nerves to make detection possible. Perhaps certain kinds of odors are normally detected in this way, as, for instance, strongly oxidizing chemicals, most of which have odors with a common character (ozone, nitric oxide, all of the halogens, hypochlorous acid, chlorine dioxide, quinone, and osmic oxide.) These oxidizing gases may conceivably oxidize some component in the nasal sensory area to produce a substance that is either smelled or felt. The sting usually accompanying these odors suggests that they are felt, whether or not there is also true odor perception. Molecules with chemical unsaturation conceivably can react with a nerve fiber to cause its stimulation. There are many molecules, however, which have but weak chemical activity, such as the saturated hydrocarbons, and yet these do have odors. Furthermore, many physical hypotheses have been advanced to account for odor perception. One, which assumes a similarity between smell and sight, postulates a nasal analog of the visual purple of the eye, which is activated by some kind of short-range electromagnetic radiations from the odoriferous molecules.

In addition to true odor perception, many kinds of molecules dispersed in the air are able to impress themselves upon other kinds of sensory organs. Many strong, so-called pungent odors, such as those of formaldehyde, acetic anhydride, ammonia, and aromatics such as allyl isothiocyanate, actually cause pain in the nose, probably by excitation of the trigeminal nerve endings present there. This pain factor tends to vanish rapidly on dilution, which indicates that high concentrations of the vapor are needed to excite it, whereas true odor can be attenuated to a high degree and still be discernible. A few odors, such as that of menthol, produce a feeling of coolness in the nose and some spice odors suggest warmth. Very rarely, substances sniffed are detected by tasting, alone or in conjunction with smelling; sulfur dioxide is one example, anethole is another, and probably distilled oil of limes a third.

Crocker and Sjostrom also call attention to a new theory of sensory cell stimulation that applies to all of the senses. This has been devised by Henry Eyring of the University of Utah as part of his general treatment of cell nutrition and function. This theory offers a rational approach to the perception of odor but needs a great deal of experimental study.

Their discussion also includes considerable information on nonsensory odor detection and the currently available means for such detection.

Keeping Qualities of Essential Oils

In work to determine the keeping qualities of essential oils, M. Guillot and S. Guillot-Allerge (*Ann. pharm. franc.* 6:433, 1948) carried out a series of tests over a period of nearly eight years on oil of *Melaleuca viridiflora*. The oil keeps perfectly in *completely-filled*, glass-stoppered bottes stored in the dark or exposed to light, even in white glass. In the absence of oxygen, light has very little effect. In partly filled bottles deterioration takes place in the dark, and is considerably greater in the presence of light. Light seems to be one of the primary factors of deterioration, but only in the presence of oxygen.

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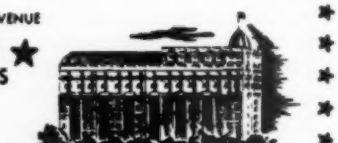

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Industry's Books

Modern Trends In Dermatology, Edited by R. M B. MacKenna M.D., Physician in Charge Dermatological Department and Lecturer in Dermatology, St. Bartholomew's Hospital, London, 432 pp., Illus., Paul B. Hoeber, Inc., New York, Cloth, $10.

That this volume represents a radical departure in the literature of dermatology is evidenced by the fact that only nine of the twenty-four collaborators are dermatologists. The editor has had the courage and wisdom to call upon experts in collateral branches of medicine to contribute to a book intended primarily for the practitioner and student of dermatology. Thus, the chapters on anatomy, biochemistry, pathology, bacteriology, mycology, psychiatry, internal medicine, public health, and statistics in relation to the skin have been written by respective specialists in these fields. In spite of the fact that these contributors might be expected to lack the "dermatologic slant," their chapters actually contain a great deal of fresh and vital information for the specialist in cutaneous disease. The book is comprehensive, extremely readable, and often provocative to the inquiring mind, and it is recommended unreservedly to all who are interested in recent advances and future trends in dermatologic practice and research.

Controlling Factors in Economic Development, by Harold G. Moulton, 397 pp., The Brookings Institution, Washington, $4.

This book deals with the fundamentals underlying economic advancement. The analysis is in sharp contrast with the older treatises on economics which were largely preoccupied with the limits or restrictions imposed by nature and also with later works which were more concerned with the forces which maintain economic systems in a state of equilibrium. While offering a comprehensive analysis of the impeding and restricting factors, it gives equal attention to those of a dynamic nature which have progressively offset the limitations of nature and opened vast possibilities for future development. Part I appraises the forces and factors which accounted for the extraordinary and unexpected economic progress of the nineteenth and early twentieth centuries, and also the sources of maladjustment which restrained the rate of advancement. Part II looks forward and indicates the economic potentialities of the century ahead and outlines the policies essential to their realization.

Epilepsy and Convulsive Disorders in Children, by Edward M. Bridge, M.D., Research Professor of Pediatrics, School of Medicine, University of Buffalo, First Ed., 670 pp., Illus., McGraw-Hill Book Company, New York, $8.50.

Intended as a guide for all who deal with epilepsy, particularly among children, this book is a thoroughgoing presentation of all the known facts concerning seizures, convulsions and epilepsy. Dr. Bridge has had an unusual wealth of source material on which to base his book, the major part of which comes from experiences accumulated in the Epilepsy Clinic at Johns Hopkins over a period of sixteen years. In addition to the clinical problems of causation and diagnosis, this study examines closely the psychiatric and sociological aspects of the disease. Details of practical management of afflicted children, which are so often overlooked in medical writings, are included throughout the chapters of the book and in several sections of an extensive Appendix.

Industrial Toxicology, by Lawrence T. Fairhall, Scientist Director, Public Health Service, Federal Security Agency, Chief, Industrial Hygiene Laboratory, Industrial Hygiene Division, 483 pp., The Williams & Wilkins Company, Baltimore, $6.

In this reference manual of toxicology the author describes the toxicity of new as well as old substances used in industry. Under each heading he discusses characteristics, industrial uses, toxicity, and analysis and lists pertinent references. Particularly in the case of the newer substances, at the present time the industrial hygienist is compelled to search through quantities of current literature in order to find the desired information. Often when found it is not in a form easy and quick to use. This manual surveys, summarizes and evaluates the available literature. It is largely based on the needs of the industrial hygienist and has purposely been kept brief and to the point. The text material is divided into two groups —inorganic substances and the carbon compounds. Substances in each group are then listed alphabetically for greater ease in reference.

Essentials of Dermatology, by Norman Tobias, M.D., Assistant Professor of Dermatology, St. Louis University, Third Ed., 518 pp., 181 Illus., J. B. Lippincott Co., Phila., $6.

This new 3rd edition contains the latest treatments for all common dermatoses and lists many new prescriptions. Brought up-to-date to conform with the new advances in the field, this edition includes indications for the use of antihistamine drugs; newer penicillin technics in treatment of syphilis, the value of psychosomatic approach to skin disease; and more attention to the pathology of individual diseases. Effective therapeutic suggestions, clear tabulation of differential diagnosis, make this a compact, usable book.

A General Survey of the British Pharmacopoeia 1948, 79 pp., The Pharmaceutical Press, London, 5s 6d.

The current British Pharmacopoeia was published on September 1, 1948, and became official on that date. It introduces numerous changes in pharmaceutical practice and in order that these should be brought to general notice as quickly as possible the Pharmaceutical Society arranged a series of lectures in the autumn and early winter of 1948. The lectures were given by members of the British Pharmacopoeia Commission and other authorities who had taken part in the production of the new Pharmacopoeia. A certain amount of relevant material has been added to the lectures and these have been reprinted in the belief that students and pharmacists will welcome this record.

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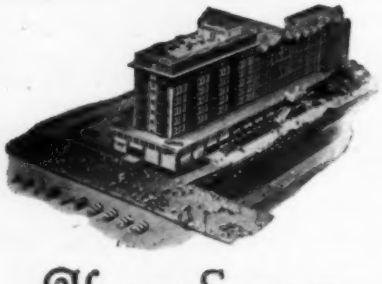

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Tablet Making, by Arthur Little and K. A. Mitchell, 121 pp., Illus., The Northern Publishing Co. Ltd. Liverpool, 15s.

There still exists a belief among some people that to make tablets all that is necessary is to purchase a tablet machine, feed the material into the hopper, apply the necessary power, and perfectly compressed tablets will result. This might prove satisfactory with a few materials, but generally some preparation is necessary before a good tablet can be made. This latest book on the subject of tablet making gives a comprehensive description of all processes, including mixing, granulating, drying, compressing, coloring and coating, for all types of tablets, together with details of plant and equipment. Twenty five representative formulas are included. The book contains 121 pages of text matter and 41 illustrations of equipment and manufacturing processes.

The Miracle Drugs, by Boris Sokoloff, M.D.. Ph.D., Director of Research, Florida Southern College, 308 pp., Illus., Ziff-Davis Publishing Co., New York, $3.

In his new book, Dr. Sokoloff, author of The Story of Penicillin, has written the up-to-the-minute account of the entire field of antibiotics. From its exciting pages the layman can judge for himself what the score is today in science's endless fight against infectious disease. What are the "Miracle Drugs?" Scientists have isolated over 100 natural antibiotic substances, products of molds, soil bacteria, and even of mildly pathogenic bacteria. Only a few of these have proved sufficiently harmless to human beings to be used in medical practice. But what wonders these few have accomplished! Among them are penicillin, streptomycin, neomycin, patulin, actinomycin, streptothricin, tyrothricin, bacitracin, polymyxin, aureomycin, and chloromycetin. Reinforcing these are the sulfa compounds, which, in spite of some degree of toxicity, have become powerful weapons against disease. This book tells the story behind each of these new drugs. It gives their backgrounds in medical research, tells how they were discovered, how initial resistance and opposition were overcome, how technical problems of mass production were solved, the successes and failures in clinical practice, and what these drugs promise for the future.

Odors Physiology and Control, by Carey P. McCord, The Industrial Health Conservancy Laboratories, and William N. Witheridge, Ventilation Consultant General Motors Corp., First Ed., 405 pp., McGraw-Hill Book Co., New York, $6.50.

This book presents a comprehensive analysis of odor perception, measurement, classification, and regulation. It provides research workers, air conditioning specialists, sewerage disposal engineers, perfumery and cosmetic technicians, public health officials, etc., with a valuable working knowledge of olfactory physiology and anatomy, the hedonics of odors, the relationship of odors to health, as well as the legal aspects of odor control. Emphasizing the varied applications, particularly for industry, of offensive odor control, the book outlines a number of practical methods you may follow in eliminating odors from factories, homes, public buildings, and the person.

Blakiston's New Gould Medical Dictionary 1st Edition, Edited by Harold Wellington Jones, M.D., Colonel, U. S. Army, Retired; Normand L. Hoerr, M.D., Ph.D., Professor of Anatomy, School of Medicine, Western Reserve University; Arthur Osol, Ph.D., Professor of Chemistry, Philadelphia College of Pharmacy and Science, with the assistance of an editorial board and over 100 contributors. 352 Illus., 129 in Color; 1294 Pages, Textbook Ed. $8.50; Thin paper Ed. $10.75; Deluxe Ed. $13.50.

This is the first new medical dictionary in 38 years. More than 300 modern texts as well as journals, yearbooks and standard indexes in all basic fields were critically examined for new words and changes of usage; all definitions were written by specialists actively at work in the various fields and each entry was carefully checked and arranged according to modern lexicographic standards demanding brevity, clarity and accuracy. Hundreds of new words are included that can be found in no other medical dictionary; each new word was examined and analyzed by many experts before being accepted. This is the first medical dictionary to combine a system of modern phonetic respelling with syllabification, to give alternate pronunciations, and to cross-reference from definitions to illustrations. Special tables of arteries, enzymes, vitamins, monstrosities, etc., are grouped in a special section for easy reference. Bound into the center of the book is an atlas with 252 illustrations, 129 in color. All branches of medicine and allied sciences are exhaustively covered—including medical physics and chemistry, dentistry, pharmacy, nursing, veterinary medicine, biology and botany, as well as medicolegal terms.

Medicine on the March, by Marguerite Clark, Published for Newsweek by Funk & Wagnalls Co., New York, 308 pp., $3.50.

This is the record of the advances in medical science during the five war years as reported in authoritative medical literature, government reports, papers read at medical meetings by top-flight medical researchers and clinicians. These reports, which include news of the latest research, treatments, surgical techniques and drugs, have now been synthesized in this one volume. It contains constructive information for doctors and laymen on high blood pressure, heart disease, infantile paralysis, tuberculosis, mother and child health, allergy, psychiatry, health in old age, cancer, alcoholism, epilepsy, drugs, etc. Special attention is given to the use of radio-active substances in ferreting out and healing human malignancies. The book also includes the latest findings in the field of psychosomatic medicine.

Pamphlets

The following pamphlets have been issued by the American Management Association, New York, and are now available at prices indicated: Worker Morale and Productivity 75c; Organizational Teamwork in Production, 75c; Building Worker Interest in Production Problems, 75c; The Basis of Production Planning, 50c; Administrative and Statistical Techniques of Quality Control, 75c; New Controls For Fixed and Variable Costs, 75c; A Primer on Basic Types of Shipping Containers and Interior Packing Pieces, 75c; Cost Controls For Packing, Shipping and Warehousing, 75c; Specifications for Package Materials and Design, 75c; Consumer Packaging—Its Technique and Psychology, 75c; A Primer on Basic Types of Shipping Containers and Interior Packing Pieces, 75c; Cost Controls For Packing, Shipping and Warehousing, 75c; Personnel Functions and The Line Organization, 75c.

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Abreast of the Markets

Devaluation Shows Varied Effects: Quinine Reduced, Botanicals Suggest Upward Trend. Clove Oil Short.

The recent devaluation of western Europe and British currencies is beginning to affect the prices of a few medicinals, botanicals, and essential oils from that area, although the trend is far from pronounced at this time. Cod liver oil exhibited a drop representing a portion of the 31% devaluation of the Norwegian Kroner in early October and a second decline later in the month, while manufacturers of quinine and its derivatives passed on all of the 30% devaluation in the Guilder.

Botanicals show signs of advancing as a result of the devaluation, a trend explained by the action of exporters who are beginning to advance prices in sufficient amounts to cover the currency reduction. This move is sanctioned by the respective governments, since it attracts more dollars to the sterling area. Bergamot and patchouli oil and the botanicals jaborandi, arnica flowers, malva flowers, and gentian root have increased during the month.

Quinine and Derivatives Down

Marking the first price change in quinine in several years, manufacturers of quinine salts and quinidine sulfate reduced their products which are now quoted as follow: Quinine NF VIII Alkaloid in 100-ounce cans may be had at 70c an ounce, 50-ounce drums at 74c per ounce; quinine bisulfate USP XIII 100-ounce can, 51c per ounce; quinine hydrobromide, NF VII 100-ounce drum, 63c an ounce; and quinine hydrochloride USP XIII, 100-ounce drum, 63c per ounce. Quinidine sulfate prices have been reduced 10c bringing the new cost down to $1.25 per ounce for a 1000-ounce leverpak drum of quinidine sulfate USP XIII natural.

Wholesale quinine prices have reached the lowest level since 1939, due both to the currency devaluation and the plentiful supply in Java, chief producing center, where trees were left unmolested during the war.

Although malaria still remains a major health hazard and commands first position in the demand of quinine, quinine sales have been cut by as much as approximately 50% in the United States, according to Norman Taylor, director of Cinchona Products Institute, through the use of DDT. In the southern states of Alabama and Mississippi, moreover, malaria has been reduced by almost 90% since DDT was introduced to the area. The Institute, and other organizations have been leading an intensive research and experimentation program to discover new fields and uses for quinine, and its derivative, quinidine.

Among the findings is a treatment for "night cramps," (Dr. H. K. Moss and Dr. L. G. Hermann, Cincinatti) consisting of a small dose of quinine before retiring at night. Dr. Edwin Hiatt, Chapel Hill, has found that quinine and especially quinidine in the dog successfully brings about a reduction in certain types of high blood pressure and increases deficient-kidney function. A mean dog, prone to excessive barking and nipping, might very well be transformed into a canine of sweet disposition. The next step, presumably, is the testing of humans. Quinidine is also successful in checking auricular fibrillation, a condition in which the heart beats and pulse beats become extremely irregular both as to time and to force, and in intractable hiccoughs which sometimes last for several days.

Although quinidine can be obtained directly from the cinchona bark, present demand has far outstripped this source of supply and is met by the transforming chemically of quinine into quinidine. Demand for this drug has increased from the pre-war figure of 125,000 ounces per year to the current yearly consumption of 450,000 ounces, and is expected to mount to 700,000 ounces in the foreseeable future owing to increased European use.

• Prices quoted in this section were current on the first of this month.

Menthol Down

A drop in menthol was noted, with spot lots of Brazilian offered at $11.50 per pound. The decline is due to the low demand and the fact that the winter season has not yet set in. Another factor may be that two steamers loaded with Chinese menthol have been allowed to leave the environs of Shanghai after a prolonged delay. Menthol prices may advance again prior to the harvesting of the new Brazilian crop in January because of a shortage of material on hand in spite of a large carry-over from previous years. The general tone of the market is unsettled, and will remain so, until trade conditions in China and Japan have become firm.

Passion Flower Up

Heavy rains in southern United States during the harvesting season have produced an advance in prices of domestic botanicals, among them, passion flower, which has become very scarce and has advanced from 28c to 40c; horehound herb, also difficult to find, from 12c to 14c; and witch hazel leaves, from 16½c to 22c.

Clove Oil Advances

Oil of cloves advanced during the month from $1.45 to $1.60, one reason presumably being that smaller stocks are on hand in Madagascar resulting from an insufficient number of laborers to harvest the crop. Another factor might well be the effect of the lethal disease, "Sudden Death" which has been plaguing the islands of Zanzibar and Pemba for several years. Although about half the trees on Zanzibar have been stricken, the future of the oil is not overly bleak, for there is some production coming from this island and a sizable quantity from Pemba, where there are 500 areas of infection.

Clove oil exports in the first 3 months of 1949 amounted to 65.5 metric tons and in the whole of 1948, 521 tons, of which 39 tons were imported by the United States. Exports of the oil in 1947 amounted to 551 tons, this country taking 102 tons.

During the period April-June, 1949, distillery operations absorbed 535,429 pounds of clove stems in Zanzibar, a sharp drop from 1,427,533 pounds in

(*Continued on page 586*)

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Cod Liver Oil Reduced Twice in Month. Chinese Commodities Higher as Red Army Nears Hong Kong.

Medicinal cod liver oil, USP, has been reduced twice on spot within the month, first, as a result of devaluation, and second, to meet the prices of competing markets. The spot price has been established at $1.50 to $1.55 per gallon, representing a total reduction of 50c a gallon, while the shipping price from the primary market becomes $41 per drum c.i.f., formerly $47.75. A further reduction is looked for by the end of December or early January but is expected to be slight.

Norwegian production of medicinal cod liver oil during the period from January 1 to June 25, 1949, amounted to 1,544,024 gallons, as compared with 1,467,624 gallons in the like months of 1948 and 2,948,853 gallons during the first half of 1947. (Data represents the larger steaming plants only). Exports of the Norwegian oil for the first six months of 1949 amounted to 249,936 gallons and 679,300 gallons for the same period in 1948.

Cod-liver-oil production in Iceland was estimated at 4,930 metric tons for the first 6 months of 1949, during which time exports of the oil were valued at $1,685,721, a decline of 65 per cent from the corresponding period in 1948. The United States accounted for $492,-778 of the total oil export from January to June (1949) as compared with $1,425,409 during the first half of 1948.

Northern Portugal exported 4,422 kilograms of cod liver oil, valued at $2,034, to the United States in the first six months of 1949.

Citronella Up

The advance of Ceylon citronella oil from 85c to $1.00 is attributed to the increased demand for the oil in Europe. A future advance in Java oil is expected and although prices are steady at present, production has diminished measurably since World War II. The supply is still limited in spite of additional crops developed in Guatemala, Honduras, Formosa, and other territories.

Exports of citronella oil from Ceylon during 1948 were valued at $1,007,000 U. S. currency, of which the United States accounted for $189,367.

The citronella industry in Gautemala has been granted loans of more than $346,500 by Gautemala's Institute for the Development of Production in its first 6 months of operation.

Chinese Products Up

Concommitant with the Communist advance in China toward the key port of Hong Kong, several items of Chinese origin have climbed in price. Spot supplies continue to dwindle, while replacement costs necessarily advance as the Far Eastern situation becomes more severe. Anise oil jumped from 76c to 90c. Ephedra vulgaris is quoted from 24c to 26c, having advanced 2c during the month, with no supplies available.

Chinese cantharides ($1.10 to $1.50) bears watching and is expected to advance subsequently in view of the fact that the Russian variety is quoted from $4.50 to $5.00. Concensus in the Trade is that Russian authorities will seek an end to competition from the Chinese market by either demanding a hoist in prices or by enforcing a blockade on the commodity.

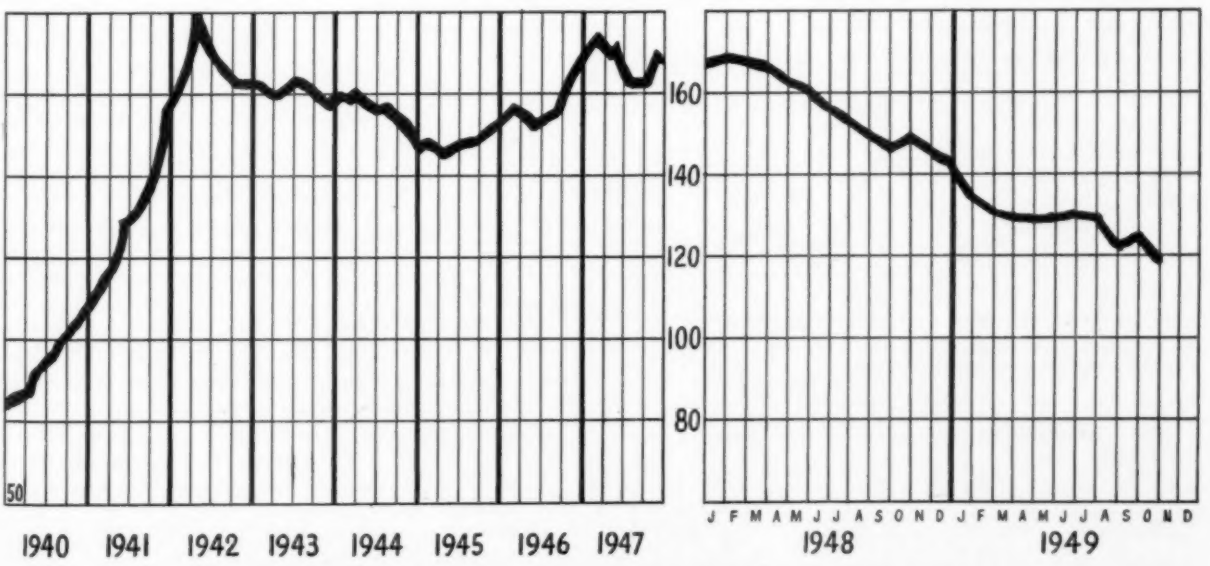
Declared exports of essential oils from Taiwan, China, to the United States during the first 6 months of 1949 included 102,028 pounds of citronella oil valued at $101,649; 17,637 pounds of camphor oil valued at $5,808; and 19,-432 pounds of sassafras oil, valued at $4,358.

Mexican Vanilla Bean Supply Small

Mexican cut vanilla beans displayed an advance of 25c a pound, a change believed to be the beginning of an upward price movement in vanilla because of relatively small supply conditions. In Madagasca where vanilla-bean stocks were built up during World War II, supplies have been depleted largely by exporting and actual destruction to improve the marketing situation.

Estimates of the 1949-50 vanilla-bean crops of Madagascar and the Comoro Islands vary from 100 metric tons to a high of 160 tons, although leading exporters believe the former is

50 Raw Materials—Weighted Price Index. 1926 = 100.



The price index of fifty commodities for October declined from 122.3 to 117.9.

OCTOBER PRICE CHANGES

UP

Anise Oil, U.S.P. 14c
Arnica Flowers 15c
Bergamot Oil 10c
Bois de Rose, Braz. 10c
Cascara Sagrada 1c
Citronella Oil, Ceylon 15c
Clove Oil 15c
Ephedra Vulgaris 4c
Gentian Root 1c
Jaborandi Leaves 2c
Lemon Oil, Italian 10c
Malva Flowers, Blue 30c
Orange Oil, American Cold Pressed 20c
Passion Flower 12c
Patchouli Oil $2.50
Pennyroyal Oil $1.65
Rhatany Root 1c
Rosemary Oil 10c
Sassafrass Oil, artificial 5c
Witch Hazel Leaves 5½c

DOWN

Almond Oil, Bitter 25c
Aloes, Curacao 1c
Angostura Bark 2c
Anise Seed Star ½c
Balsam Tolu 40c
Belladonna Leaves 10c
Buchu Leaves 3c
Cascarilla Bark 5c
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Mandarin Oil 25c
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Orris Root, Flor 1c
Peppermint Oil, Nat. 25c
Peppermint Oil redist. 35c
Psyllium Seed, Black 2c
Quinidine Sulfate 10c
Quinine Bisulfate 22c
Quinine Dihydrochloride 30c
Quinine Phosphate 34c
Quinine Salicylate 29c
Quinine Sulfate U.S.P. XI 24c
Sandalwood Oil, Mysore 10c
Spearmint oil 15c
Terpineol 2c

probably a maximum figure. The 1948 crop amounted to 461 tons of cured beans, of which the Comoro Islands produced about 50 tons. As the weather for the 1948 crop was excellent, the harvest could have been almost twice as large, but the poor market resulted in a lack of harvesting of much that was grown.

Clove Oil

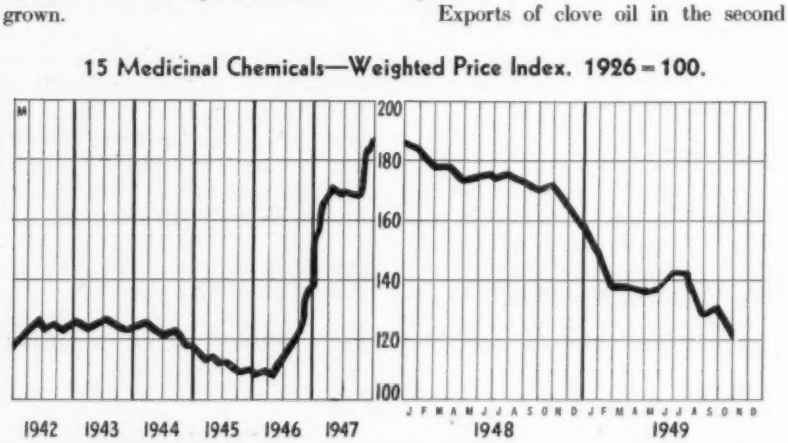
(*Continued from page 583*)

the like period of 1948. Since May 1949, the distillation plant of the Zanzibar Clove Growers' Association has been closed because of lack of raw material, according to the British trade press.

Exports of clove oil in the second quarter amounted to 46,211 pounds; in the corresponding of 1948, Zanzibar shipped abroad a total of only 8,116 pounds.

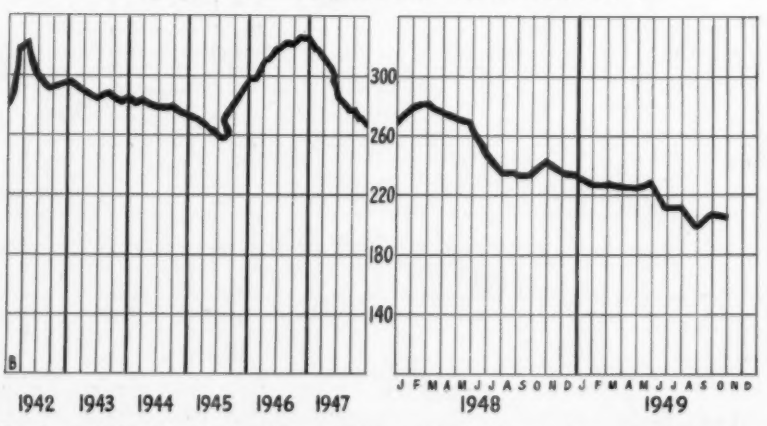
Clove production in Madagascar in 1949 is estimated by the Madagascar Agriculture Service at 2,600 metric tons. The estimate in 1948 was 6,000 metric tons, later revised downward to only 3,500 tons, as it was believed the labor situation would permit harvesting only that amount. The actual 1948 harvest was only 333 acres. Stocks of cloves are no longer believed to be extremely large, although big stocks had been built up during the war years. Estimates indicate there are about 5,000 metric tons on hand, plus the small 1948 production.

15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.



The medicinal chemicals index declined 130.6 to 120.1. Cod liver oil dropped $22 a drum, quinine sulfate was down sharply, and menthol fell 50c per pound.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined from 209.9 to 205.2. Agar, aloes, tolu, belladonna, buchu, and ipecac were lower; cascara and gentian advanced.

Alcohol Unchanged

Demand for ethyl alcohol during October was very considerably improved over the bad slump that existed during July and August and September. The increased sales volume reported, was due in part to the deletion of heavy consumer inventories laid in during June by purchasers who had bought heavily in expectation of the price advance which became effective as of July 1. The price position established at that time is still in effect, and for the most part was being rigidly held to by major producers. The feeling was generally expressed that, in view of the narrow margin of profit which the current price level permits, it was better to maintain the price schedule intact rather than have a situation develop in which every order would represent a loss.

Production of ethyl alcohol in industrial plants during July was 23,760,147 proof gallons; withdrawals amounted to 21,548,826 proof gallons; and producers stocks at the end of the month were 53,787,531 proof gallons.

Gum Arabic Firm

Most of the slack caused by currency devaluation has been removed from the gum arabic market. However, because of the fixed charges that prevail in the primary market, sellers here failed to find any reason to think that amber sorts would soon sell below the present minimum of 13¼c per pound. Production conditions in the primary market were adverse to creation of normal stocks, a fact tending to tighten supply and support prices.

During the first 6 months of this year 6 countries shipped gum arabic to the United States. However, 6,709,437

pounds or 95 per cent of the total originated in the Egyptian Sudan, the remainder coming from Eastern Italian Africa, the Netherlands, Egypt, Lebanon, and India.

Until 20 years ago, before the introduction of cotton planting on a large scale in the Sudan, gum arabic was the most important cash crop of that country. Even now, although far outdistanced by cotton as an export item, the 30,000 tons exported annually from the Sudan to all parts of the world, constitute approximately 80 per cent of the world's supply of this gum.

The 1947-48 season's production at 37,000 metric tons was an all-time record, according to the consular reports from Cairo. Exports of the gum to all countries in 1948 were 34,650 metric tons. During the first 4 months of this year such exports totaled 12,066 metric tons. The United Kingdom and the United States are the leading importers of gum arabic. The 6,799,437 pounds of this gum arriving from the Egyptian Sudan in the first 6 months of this year had an import value of $610,161.

Peppermint and Spearmint Oils Down

Natural peppermint oil declined 25c and the redistilled oil went down 35c during the month, while spearmint fell off 15c. The inside prices are now quoted as $4.90 and $5.15 for the peppermint and $3.10 for the spearmint oil.

Brazilian Exports of Essential Oils

Exports of citrus essences from Brazil during the first quarter of 1949 amounted to 26 metric tons, the United States having received 92 per cent of the volume. In the like period of 1948, the entire amount exported (13 tons) was shipped to the United States. During the fourth quarter of 1948, citrus essence exports totaled 14 tons, of which the United States took 93 per cent by volume.

A total of 68 metric tons of rosewood essence was exported from Brazil in the first 3 months of 1949, the United States accounting for 58 tons. Such exports in the first quarter of 1948 were 21 tons, of which the United States took 17 tons. In the last quarter of 1948 exports of this essence amounted to 20 tons, of which the United States purchased 14 tons. During the first 3 months of 1949, Brazil's exports of perfume essence amounted to 1 ton and peppermint-oil exports, 12 tons, of which the United States purchased one-sixth of the total volume.

Essential Oil Exports, France

Exports of essential oils from the Marseille district of France to the United States in July, 1949 were valued at $91,338, compared with $63,372 during the preceding month, and $41,845 in July, 1948. The figure for July 1938 was $11,143.

Individual exports to the United States in July 1949 were: Lavandin, $34,740; geranium, $30,219; orange (from French Guinea), $9,459; clove leaf, $7,516; vetiver, $4,389; lavender, $3,000, iris concrete, $1,333; and almond, $682.

Japan Lifts Controlled Price on Agar

Since controlled prices on agar agar were lifted in late October by the Japanese government, lower prices are expected. Some dealers, in fact, tended to unload high-cost stocks by reducing prices, while others are maintaining a wait-and-see attitude. Some sources believe the price of agar may drop to as low as $1.25 per pound by December, while others feel there will be no immediate change in spot prices because it will take between sixty and ninety days for any lower-cost material to arrive in this country from Japan. Stocks in the primary markets are said to be high, while holdings of United States dealers are believed relatively low in anticipation of lower prices.

Lower Bergamot Yield Predicted

With bergamot prices currently ranging between $4.55 and $5.00, an upward revision is expected with the recent forecast of a 50 per cent cut in the production of the oil in the Italian market. Future prices will hinge on future demand, although the Italian consortium had indicated it will strive to prevent any speculation in this item.

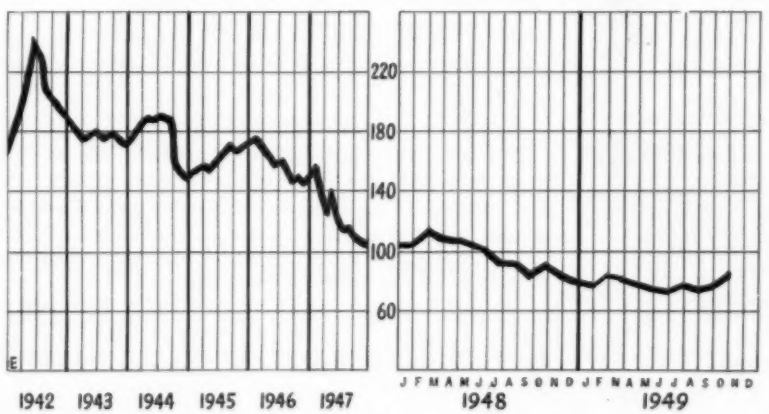
Concern Over Camphor Oil

Although local prices in camphor oil have not changed, the question is rising as to what may happen should the Island of Formosa be engulfed in the Chinese civil war.

Quicksilver Prices Unsteady

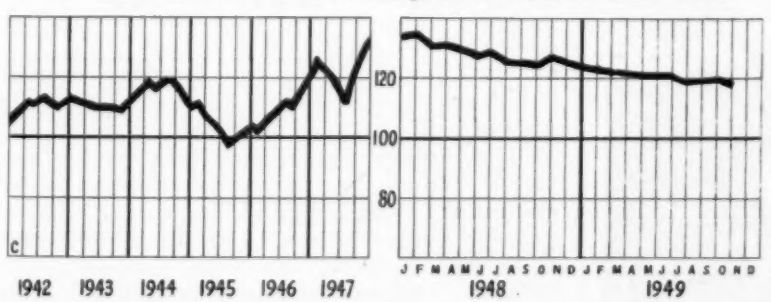
Owing to the continued low rate of consumption of quicksilver in this country, prices of the metal are decreasing. Another factor is the improved trade between this country and those of Yugoslavia and Japan.

15 Essential Oils—Weighted Price Index. 1926 = 100.



The essential oils index advanced from 82.7 to 87.9. Anise, bergamot, bois de rose, citronella, clove, lemon, and sandalwood were higher; peppermint declined.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



The cosmetic raw materials index declined from 120.9 to 118.2. Tolu and menthol declined.

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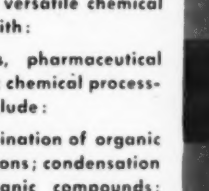

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Patent Thoughts and Trends

(*Continued from page 563*)

U. S. 1,629,096, patented May 17, 1927

A skin bleach containing silica gel.

U. S. 1,631,384, patented June 7, 1927

A stable cream is made with citrous pectins as bases.

U. S. 1,634,974, patented July 5, 1927

A facial clay is made with apple juice, virgin clay, alcohol, lemon juice, honey and cream.

U. S. 1,668,382, patented May 1, 1928

A base for creams and ointments is made by concentrated milk from which the fat has been removed to a syrupy consistency then mixing in zinc oxide with or without the addition of a neutral substance such as glycerine.

U. S. 1,668,502, patented May 1, 1928

Deals with a facial bleach pack comprising a mixture of dehydrated whole milk and dried white of eggs.

U. S. 1,668,503, patented May 1, 1928

A massage and cleansing cream comprises a mixture of a solution of borax, wax, oil and milk.

U. S. 1,670,449, patented May 22, 1928

Bengal isinglass agar is included in a cosmetic to give a film-like coating effect thereto.

U. S. 1,675,840, patented July 3, 1928

A skin preparation consists of hydrogen peroxide, yeast and white of an egg.

U. S. 1,687,625, patented October 16, 1928

Discloses a method of incorporating cold cream, etc., on paper.

U. S. 1,756,152, patented April 29, 1930

This deals with the process for manufacturing toilet materials, the process consisting in mixing substances which have sterilizing, healing or cleaning action with india rubber solution.

U. S. 1,875,530, patented September 6, 1932

Discloses the use of alkyl esters of higher fatty acids in vanishing creams. The butyl esters are preferred. The preferred fatty acids are those of vegetable oils such as palm oil, coconut oil, corn oil, peanut oil or cotton-seed oil

Recent Patents

2,478,049—**Merck—2-n-Butylpyrimidine.**

2,478,093—**Imperial Chem. Industries—Animal Hypnotic Composition.**

2,478,146—**American Cyanamid — Benzensulfonylthiazoles.**

2,478,191—**N. F. Hamilton et al—Reaction Products of P-Aminobenzenesulfonamides and Vasoconstrictor Amines.**

2,478,354—**Colgate—Palmolive-Peet—Partial Esters.**

2,478,404—**Merck—Substance Extracted From Growth Medium of Phizopus Nigricous.**

2,478,417—**Colgate-Palmolive-Peet—Recovery of Glycerine from Fermentation Concentrates.**

2,478,661—**Winthrop-Stearns—Oxazolone.**

2,478,984—**S. L. Ruskin—Medicinal Preparation Containing Available Calcium and Phosphorous.**

2,479,041—Colgate - Palmolive - Peet—Glycerine Extraction Process.

2,479,148—G. A. Alles — 5-Crotyl-5-Phenylbarbituric Compounds.

2,479,295-7—E. Lilly—Process and Culture Media for Producing New Penicillins.

2,479,832—Ayerst et al—Penicillin Preparation.

2,479,874—Commercial Solvents—Alkali Metal Salts of Pure Penicillin.

2,479,966—Organon—Ring—C Unsaturated Alpha Substituted Side-Chain Steroid Ketones.

2,480,010—Allied Chemical—Antifungus Wrapper—Involves use of a dialkyl ester of alpha, beta-dichlorosuccinic acid having not more than 4 Cations in the Alkyl groups.

2,480,103—W. Fux—Vitamin food product having alkylcellulose-coated vitamin containing granules.

2,480,104—Dr. Salsbury's Labs—Preparation for Salmonella pullorum.

2,480,109-112—Dupont—Acridines.

2,480,200—Hoffmann LaRoche—Biotin Intermediate.

2,480,220—G. D. Searle & Co.—Heterocyclic Polynuclear Keto Aliphatic Acids.

2,480,224—G. D. Searle & Co.—Fluorenyl Esters.

2,480,246—G. D. Searle & Co.—Octahydro-phenanthrene Hydroxy Lactones.

2,480,342—Hoffmann-LaRoche—Metal Derivatives of Ortho-carbamyl-Benzenthiol.

2,480,367—Boots Pure Drug Co.—Compositions containing Sulfathiazole and Amino acridines.

2,480,466—Merck—Penicillin—G.

2,480,517—Merck—Solubilized Riboflavin.

2,480,644—Merck—Preparation of dl-Voline.

2,480,991—E. R. Squibb—Penicillin Method—Involves adjusting pH of mild filtrate to 5.5 to 6.5 and extracting with aliphatic alcohol having 4-8 carbon atoms.

2,481,406—E. A. Ferguson—Ephedrine—Ethylene diamine complex, smooth muscle relaxant and local vasoconstrictor.

2,481,573—Merck & Co.—Substituted Pyridines.

2,481,636—A. M. Bickford & Sons—Device for Injecting Penicillin.

2,481,744—Imperial Chem. Ind.—3:4'-Phthaloyl-acridones.

2,481,804-5—Biotic Research Institute—Stable Penicillin-Pectin Compositions.

2,482,055—American Cyanamid Co.—Aureomycin.

2,482,169—Equitable Life—Anti-T.B. agents. Acyl derivatives of diaminodiphenyl sulfone.

2,482,507—Westinghouse—Destroying E. coli by irradiation with bactericidal ultra-violet energy at an intensity of about 0.038 microwatt per square centimeter for about 8 hours.

2,482,752—Bio-Research—Pharmaceutical preparations containing an alkali salt of 5-(para-sulfo-phenyl azo)—salicyclic acid, a wetting agent and enough non-irritating, non-toxic, non-oxidizing inorganic salts to produce isotoxicity.

2,482,832—S. B. Penick—Tyrothricin preparation, involving deep tank fermentation of Bacillus brevis, a liquor containing mineral salts, glucose, a single amino acid, and a thiourea compound.

2,482,833—M. B. Biro—Ampoule opener.

2,482,874—H. Roland—Lipstick Applicator.

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Naturally, one must expect that the Soviet Atom Bomb will be "class conscious"—crated in soap boxes and noisier than the American. Then, of course, the sterilizing effect of any radioactive matter can make all of us, "Fallow Workers."

•

More seriously, this should serve to disabuse those of us who really think Russian Science teachers always justify bad marks with good Marx. Most people, to repeat an oldie, are still more alike than different.

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2,483,235—**Merck—Esters of Penicillin S—Dioxide.**

2,483,248—**Merck—Process for Preparing compounds having Folic Acid.**

2,483,253—**Swift & Co.—Detergents containing acylated diethanolamine condensation products.**

2,483,381-2—**Hoffmann-LaRoche—Penicillin Salts and Intermediates Therefor.**

2,483,387—**Hoffmann-LaRoche—Stabilized Solution of 1-Methyl-5-Isopropyl-5-Allyl Barbituric Acid Sodium Salt.**

2,483,434—**Parke, Davis—Disubstituted Amino-Alkyl Benzhydryl Amines.**

2,483,435—**Parke, Davis — Beta-Benzohydryloxy-ethyl-amines.**

2,483,436—**Parke, Davis—Benzhydryl Thio-ethers.**

2,483,529—**Merck—2-Benzyl-4-Alkoxymethylene-5 (4)—Oxazolone Hydrohalide.**

2,483,530—**Merck — Beta-Ethoxy-Alpha-Phenylacetamidoacrylic Acid.**

2,483,671—**Parke, Davis—Aminoalkyl Benzhydryl Thio-ethers.**

2,483,855—**Commercial Solvents—Biochemical Process for Riboflavin.**

Oak Moss in France

(Continued from page 513)

trucks are transported to the nearest Railroad Station and shipped to the Grasse plants.

We must point out that in the region of Grasse the Audibergue and Chens Mountain Ranges on the shady side of our fore-Alps where there is also found the silver fir (Abies pectinata) and the Norway Pine, also supply Evernia furfuracea.

Since several years, Morocco has also been supplying France with numerous quantities of Lichens gathered from the foothills of the Atlas among which the most important position is taken by Evernia furfuracea. Certain of these lichens reach dimensions which are never encountered in the Central Mountain Range. However, they have the same appearance namely a grayish green color on their upper side and a blackish color on their lower side. The production and treatment of Oak Moss in Morocco has been set forth by us in an article which appeared in "The Perfumery and Essential Oil Record."

The treatment of tree moss represents an important part of the work of the Grasse perfumeries and we may state that it takes place almost without interruption throughout the year. The process consists of extraction by means of volatile solvents: petroleum ether or benzene. Generally, the latter solvent is employed due to the higher yield of concrete oil. Petroleum ether makes it possible to obtain a finer product but the yield is two to three times less than when benzene is used. The concrete oils obtained with benzene are often called "resinoids" due to their high content of extractive matter such as resins, waxes, pigments, etc.

The extraction of lichens is more sensitive than the extraction of the flowers to the many influences to which

the treatment with volatile solvents is subjected. Among these there are included, in addition to the nature of the solvent and of the apparatus used, temperature and length of maceration. Only experience can show which is the best way to follow in order to obtain most satisfactory results.

The treatment of mosses also requires a certain knowledge of the nature and the properties of the lichens. Their content of carbohydrates, gums and mucilages may under certain conditions, give rise to fermentation or hydrolysis reactions which may subsequently modify the nuances of the products obtained and affect the yields. The same is true of the selection of the solvents, some of which such as acetone or alcohol, may make it possible to obtain other ranges of products having a different olfactory nature.

The characters of the extraction products depends to a large extent on the origin of the lichens. Thus Evernia furfuracea from Morocco gives a benzene concrete containing an extraordinarily large amount of crystalline elements whereas the concrete obtained from the Evernia furfuracea of the Central Mountain Range has much less. These moss crystals have been made the subject matter of many studies the most important of which have been found to be Evernic and evernunic acids. The latter predominates in Evernia furfuracea. These acid substances as well as their phenols and carboxylic ethers of phenols are only of slight value for the perfumer as they are odorless or practically so. However, they do have fixative properties and impart a certain warmth to the perfume.

The specific nature of moss perfume is due to the more or less volatile substances which Stoll and Scherrer have recently reported on (Stoll and W. Scherrer: The concrete oil of oak Moss, XVII Congres de Chimie Industrielle, Paris-Sept. Oct. 1937), thus supplementing the work of numerous other research workers. However, these authors apparently only studied the extraction products of true oak moss, Evernia prunastri, which of course is the most interesting from the point of view of perfume. They determined an entire series of anomalous, or at least surprising substances such as naphthalene, phenol, camphor, thujone, vanillin, etc. It is, therefore, possible that some of these substances may also be found in the extraction products of the tree moss of the Central Mountain Range.

Be it as it may, we agree with the authors as to the extreme complexity of the fragrance of the moss, which, to be sure, is due to the volatile portions. The latter, present in a very small portion, are surrounded by fatty and phenol acid portions playing the role of powerful fixers. As a matter of fact, it is just these fixing properties which may make the concrete oils of tree moss very precious raw materials particularly for the soap-making industry. Their lower price makes possible their unlimited use and this is one reason why the consumption of these products is constantly increasing.

The perfume industry proper also uses tree moss but in the form of an absolute oil, that is to say, an oil

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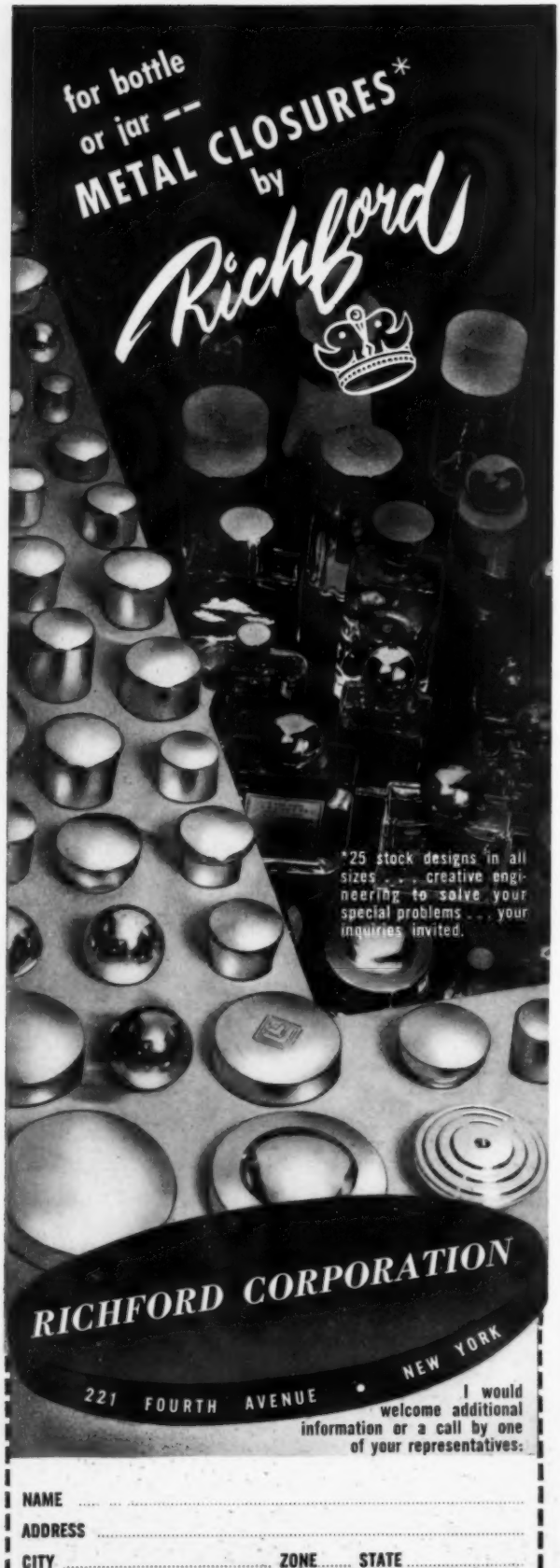
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entirely soluble in alcohol. The dark color of these products which is due to an excess of chlorophyll is sometimes an obstacle to their use in the preparation of perfumes. However, it is very easy to overcome this drawback, eliminating them by means of various proceses which are today already classical such as the use of activated carbons. The products obtained then have a straw-yellow or slightly maroon color and retain all their fixative properties and their aromatic elements.

Known since antiquity, lichens were used by the Egyptians in order to perfume the most different kinds of articles. Later on, during the Middle Ages, they constituted the base of the famous Cypress and La Marechale powders, being used at the same time as medicine for the treatment of diseases of the respiratory tract. It is perhaps childish to speak of the various present uses of the extraction products of mosses in perfumery compositions for soaps and extracts, their use being so extensive. Let us merely mention that they form the indispensable base for cypress and fern perfumes and most of the vast number of modern perfumes.

Warts

(*Continued from page 516*)

tiple lesions.[2] Under certain conditions, radium may be utilized for wart treatments.[9] Electrolysis, surgery and desiccation also have important roles in the treatment of warts.

As is already evident, many of the materials and methods used for the removal of common warts may be employed in the treatment of other types of verrucae. This is true, for example, in the care of plantar warts. These lesions, which are found on the soles of the feet, are sometimes known as "depressed" or "ingrown" warts.[10] As noted by Tobias,[26] plantar warts are unlike all others in that they are invariably painful and occasionally disabling. While seldom the cause of incapacitation, they may result in such a state from improper treatment.

This dermatologist found that plantar warts comprised 28.7 per cent of all warts observed in his private practice. Delario[9] cites a study which revealed that warts on the soles of the feet constitute 8.8 per cent of all skin lesions seen in one institution. Women were affected 89 per cent more frequently than men, and 67 per cent of all cases were children between the ages of six and fifteen years.

Although some use a more detailed classification, most workers subdivide plantar warts into three groups. First is the single type, which is the common painful variety that is usually located over a pressure point. Next is the mosaic variety which is composed of several "pressed together" or agglutinated verrucal elements. Third is the mother-daughter type, which can appear on any part of the sole and consists of a larger, older central element surrounded by smaller, younger satellites.

Plantar warts are rather resistant to treatments. As was so aptly suggested in one recent review[27] on such

lesions, a glance at any standard dermatology textbook will reveal that many different forms of treatment have been recommended for plantar warts. Most prominent of these methods are removal of the wart's horny covering followed by chemical cauterization, roentgen irradiation, local injection of sclerosing drugs, refrigeration with solid carbon dioxide, electrocoagulation, curettage, radium in small doses, autohemic injections, surgical excision and even psychotherapy.

From this resumé it is quite evident that many of the treatments for plantar warts parallel those employed for verruca vulgaris. However, the proper use of these methods and materials is an important factor. Other considerations enter the plantar wart therapeutic picture. Thus, as noted by Niedelman, orthopedic treatment is of great importance. Obviously, little can be expected from the removal of the warts if the pressure conditions, faulty foot balance or incorrect footwear are allowed to continue their harmful effects.

There is considerable agreement[2,28,29] that X-ray therapy is the method of choice in treating plantar warts. It has the advantage of being painless and of permitting the patient to carry on his usual activities. It is of great importance, however, to shield the surrounding tissues to avoid injury from the rays. Unfortunately, there is a growing impression[30,31] that radiation burns occur in a disproportionate number of cases. Hence proper shielding and technic are essential.

As pointed out by Schevarzfeld,[6] the mosaic type of plantar wart is radio-resistant. In his opinion, acid treatment is the preferred procedure for treating this type of growth. In his method, a 40 per cent salicylic acid plaster is applied after painting with caustic monochloracitic acid. Other workers[12,13] employ a method for treating mosaic warts which calls for the use of salicylic acid followed by silver nitrate. Of interest in this connection is Wright's[32] belief that silver nitrate therapy is specific for the mosaic type of plantar wart.

Wright, however, presents evidence to substantiate his view that carbon dioxide snow therapy is the best and easiest method of treating plantar warts. Use of this freezing agent gave a cure rate of 96.9 per cent with no complications in 110 cases. McMaster[33] has also stressed the simplicity, safety and efficiency of carbon dioxide treatment of plantar warts.

Surgical excision and electrosurgery are useful to remove all types of plantar warts other than those of the mosaic variety. In this connection, it should be mentioned that the Montgomerys[34] have developed an effective chemosurgical procedure for treating mosaic warts. Also worth noting is the method for removing plantar warts developed by Blank.[35] Requiring the use of 90 per cent phenol, concentrated nitric acid and 60 per cent salicylic acid ointment, the method has been highly successful in his series of cases. However, as stressed by Downing,[20] this is a rather strenuous treatment since all three chemicals can cause great destruction of tissue.

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Dermatologists often refer to flat warts as verrucae plana juveniles because they occur mostly on young children and adolescents. They are found chiefly on the hands and face. It is interesting to see that, in listing types of treatment for this condition, Niedelman places psychotherapy as the first measure. Next on his list is the application, three times daily, of a mixture of equal parts of white lotion, N.F. and sulfurated lime solution, N.F. Rubbing down with pumice stone, desiccation or X-ray therapy comprise other measures. Goodman[10] considers the application of 5 or 10 per cent of ammoniated mercury ointment to be a routine procedure.

Both flat and digitate (fingerlike) warts occur in men on the bearded region and thus may be a source of discomfort and bleeding during shaving. Satisfactory results are obtained when the warts are desiccated and curreted and suitable X-ray doses applied to the areas. The shaving equipment should be sterilized and a special after-shave lotion should be used. One such consists of 0.1 per cent of mercury bichloride and 0.1 per cent menthol in a mixture of equal parts of alcohol (95 per cent) and hamamelis water; oil of lavender serving as a perfume.[2] Andrews[36] suggests the following after-shave lotion for such cases:

Mercury bichloride	**0.24 parts**
Alcohol	**90.00 "**
Menthol	**0.12 "**
Hamamelis water, to make	**240.00 "**
Oil of lilac	**sufficient**

In addition he recommends the application, at bedtime, of the following ointment:

Ammoniated mercury	**2 parts**
Rose water ointment, to make	**30 "**

The filiform or thread-like wart, which some class as a variety of the common wart, is small, slender, flexible and covered with smooth normal skin. They are generally found on the eyelids, neck, lips and face, at times in the bearded area of men. It is advised[7] that filiform warts that interfere with shaving may be snipped off and the base touched with 10 per cent silver nitrate solution. Goodman mentions that a popular treatment for longer filiform warts consists of tying a hair or silk thread about the base of the wart to constrict it. The wart dries and eventually falls off.

The so-called venereal wart is also known as the soft wart, the fig-wart, the moist wart and the acuminated wart. Scientifically speaking, it is also referred to as verruca acuminata or as condyloma acuminata. These growths may be found in such varied locales as the vulva, vagina, cervix, thighs, buttocks, penis, scrotum, urethra, anus, and face.[37] According to Delario,[9] the lesions are pink or red, but when macerated are a dirty grey covered with a mucopurulent secretion with an offensive odor. Venereal warts, says he, are usually associated with the irritating discharges of gonorrhea or leukorrhea, or with extreme uncleanliness. They consist of cauliflower-like growths with villous formation, usually on a narrow base or pedicle.

Various methods of treatment have been employed in the past, but therapy of the venereal wart went through a revolution when, in 1942, Kaplan[38] effectively employed a 25 per cent suspension of podophyllin in mineral oil. Today, podophyllin, N.F., the resin of podophylum (better known as the mandrake or May apple) is considered by many to be a specific for the treatment of acuminated warts. Because of its new importance, this ancient botanical drug and its mode of action are being investigated by many workers.[39-40]

Using the same preparation of podophylin in liquid petrolatum, numerous cases of venereal warts have been treated successfully by other physicians.[41] MacGregor,[42] for example, observed that podophylin in oil is easy to obtain, simple to use, and is successful even in the more awkward kind of case. More recently, Ronchese[43] remarked that not only is the method very effective, but it also saves a great deal of time and distress, especially in the female. Its use avoids hospitalization, anesthesia and surgical procedures.

Vegetable oils, such as cottonseed or olive oil, have also been used as the vehicles for the resin of podophyllum. However, because an oily application of the highly irritant drug may spread from the lesion onto healthy skin and cause injury, various other vehicles have been tested. Reich and his associates,[37] for example, employed an ointment consisting of 25 per cent of podophyllin in air absorption base. The normal skin adjacent to the lesions being treated was protected by Lassar's paste, collodion, or a mild anesthetic ointment.

In the investigations made by Sullivan and King,[44] in which a number of bases were tested, it was found that 95 per cent alcohol was a very efficient vehicle for the drug. It has the advantage, through rapid evaporation, of confining the resin to the lesion. They obtained good results with a preparation containing 20 per cent of podophyllin in 95 per cent alcohol. Somewhat earlier, Anderson[45] had reported the successful use of a 10 per cent tincture of the resin. In their text, Sulzberger and Wolf[14] state that 15 to 20 per cent of podophyllin in alcohol is "practically a specific" for verruca (condyloma) acuminata.

In another approach, New and Marsh[46] found that compound tincture of benzoin seems to be an ideal vehicle for incorporating 25 per cent of podophyllin. This vehicle contains 77 per cent of alcohol which acts as the solvent, plus such constituents as benzoin, storax, aloe and tolu, which render it adhesive. Moreover, no shaking is required as in the case of an oil suspension of the drug. The compound tincture of benzoin, they state, is a vehicle admirably suited to carry podophyllin and retain it where it is used.

As might well be expected, attempts have been made to isolate the active agent in podophyllin. Sullivan's[47] work indicates that podophylotoxin is the component responsible for the curative effect of the resin. Use of this agent in 44 patients with venereal warts yielded 81.5 per cent of cures.[48]

Of course tests have been made to determine the value of podophyllin in the treatment of other kinds of

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warts. Although Kurtin and Yontef[49] obtained cures with this agent in 60 per cent of a small series of cases of plantar warts, others have not obtained comparable results. Behrman,[50] for example, has remarked that the drug is of little value in ordinary warts although it is of occasional merit in resistant types of subungual and plantar warts. Ronchese[43] reported that podophyllin seems to be "completely ineffective" on the hard, common warts of various types developing on the skin. A similar view is given in the *British Medical Journal*.[51]

Sullivan and King[44] obtained 15 per cent of cures of 100 verrucae vulgares from applications of 20 per cent podophyllin in alcohol. They expressed the opinion that better results might have been obtained if a penetrating base had been used. However, when such a penetrating base was tested by Frank and Cohen,[52] the product failed in the treatment of common warts.

Quite recently, Paulosky and Leider[53] suggested the topical application of inorganic arsenical preparations for treating condylomata acuminata. Their cure rate with a preparation like Fowler's solution is claimed to be as good as that often reported for podophyllin. The arsenical solution must be applied more frequently, but the less serious side effects, ease of application, and the fact that it can be used by the patient at home are considered to be distinct advantages. Fowler's solution is recommended as a valuable alternate for podophyllin.

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Anti-Histaminics and Colds

(*Continued from page 517*)

point the antihistaminic drugs are of doubtful value in arresting the cold.

However, in the past month there has appeared on the market a preparation of this nature which, because of the absence of toxicity and side effects, has been approved by the Food and Drug Administration for over-the-counter sale. This product is called Anahist, a brand of thonzylamine hydrochloride, a chemical approved by the Council on Pharmacy and Chemistry of the American Medical Association, and first synthesized in the laboratories of the Nepera Chemical Company. Credit for discovery of this drug goes to Dr. Edmond T. Tisza, vice-president in charge of research of Nepera. The 188th chemical to be tested by Dr. Tisza in his antihistaminic research, the new drug was first designated as NH188, then released experimentally under the name of Neohetramine.

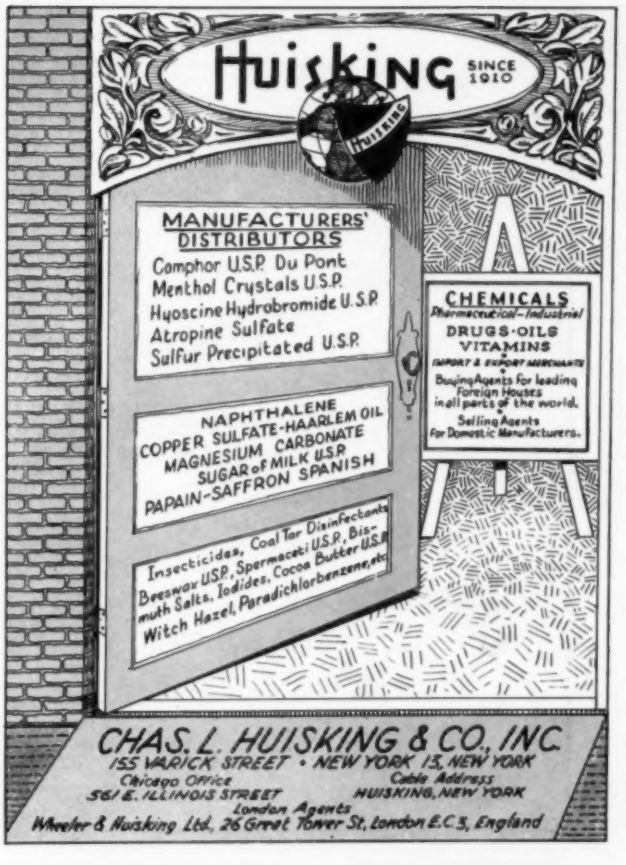
Criep and Aaron reported to the Fourth Annual Meeting of the American Academy of Allergy (December 15-17, 1941) a test based on 249 patients, stating, "the percentage of side reactions with Neohetramine is extremely low." Their statistics showed that the side-effects are only a half of those accompanying the next best antihistaminic. Schwartz and Reicher, working with 111 patients, noted the "very low and mild toxicity." A report by Schwartz on 781 patients concluded: "Drowsiness, the commonest side effect, occurred rarely and was least pronounced with Neohetramine."

Now that this type of preparation is available for over-the-counter sale, it will be interesting to note its effect upon other cold tablets, as well as upon nose drops, inhalants, cough syrups, and the almost innumerable preparations long offered for the treatment of the common cold. Now that one such preparation has been approved for over-the-counter sale, research efforts will doubtless be put into high gear by other drug companies to discover other antihistaminic drugs of low toxicity and without side effects, with particular emphasis on drowsiness. Now a real battle is beginning for the market for the drugs that will control the condition that is responsible for the greatest sale of products in the drug manufacturing industry.

NWDA Meeting

(*Continued from page 522*)

was a few years back. Drug stores are not closing their doors because they are not transacting enough business to keep them open. Sales are up and this fact certainly gives us something with which to work. While it is true, also, that the retail drug store failure trend has been headed in the wrong direction for several years, total failures at this time are but a fraction of the number occurring a few years back. It appears that they will total approximately 25 per cent of the pre-war annual average.



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Mr. Kuntz reported that, in addition to reviewing some of the problems that beset the wholesalers in the field of credit and collections, the committee has gone into the task of determining as accurately as possible what factors are causing lack of progress at the retail level and thus resulting in the adverse collection and failure trend.

Credit problems in the main have their origin in the same factors that constitute the principal reasons for failure, according to Mr. Kuntz, and in order of their relative importance they are as follows:—Excessive inventories comprised of high percentage of dead or slow moving items; rising operating cost; lack of experience, and store under-financed from the start of business.

With regard to improvement of supervision for better personnel relations, William F. Nichols of McKesson & Robbins, said that before appointing a supervisor, an employer should look at the man for loyalty to the company, responsibility, initiative, adaptability, open mindedness, liking for people, understanding, impartiality, consistency, and knowledge of the business. He continued:

"First and foremost, a new supervisor, after his appointment, needs a clear definition of his responsibility and authority. It is preferable to put this down on paper so that it will be better understood by him and those working for him.

"With respect to responsibilities, such points as quantity and quality of work required, special functions to be handled, time limits and quality of performance should be covered. Points relating to limits of authority should clarify what the individual will be expected to do on his own, what he will do without asking but will be expected to report on and what he will do only after checking with his superiors.

"The next vital and basic information that the supervisor should have is a complete and detailed knowledge of the department and jobs within the department to be supervised. Very likely the individual, through his own experience, will already have acquired a good portion of this information but all too often it is mistakenly assumed that the supervisor is familiar with all phases of the job. It is management's responsibility to see that the individual has a chance to fill in the gaps in his knowledge at the earliest opportunity.

"Armed with this information, a supervisor can really act as a member of the management team. He is in a position to keep the work moving, and what is perhaps more important, the people under him will look to him for guidance with confidence that he is looking out for their interests.

"A new supervisor up from the ranks must develop skill not only in planning his own work, but also in planning the work of a group of people. Here is where a management executive can be of real assistance in demonstrating how to keep a desk organized so that first things will be taken care of first and everything will be handled on schedule. There are simple ways to accomplish the orderly routing of papers across a desk, of setting up a reminder calendar and preventing the accumulation of unnecessary material in drawers, all of which cut down the time devoted to unscrambling masses of material and increase the time that can be devoted to constructive activity and supervision. These are absolutely essential, since a supervisor must of necessity have his own work so organized that he can properly plan the work of others in the department.

"A supervisor must of necessity be able to train employees effectively so that new people can be brought into the department and taught to do the work with speed and accuracy and to be made to feel they are a part of the department 'team.' In addition, to knowing the department in all its details, the supervisor needs to know what to teach a newcomer; for example, the whys and wherefores of a particular function and how it should be learned.

"Now we come to the real criterion of the success or failure of our supervision and that is what we have called 'skill in leadership,' although it really covers the whole field of human relations. Employees are people and people need to be treated as individuals to have a feeling of job security, to have an opportunity for advancement, to feel that they belong to the company, to be praised for good work, to participate in the planning and execution of activities that affect them.

"These are things that these people need, and these needs can be satisfied by planned, effective leadership. And a supervisor is in the best possible position to supply this leadership.

"Most people need guidance in developing this skill but the person who needs it the most is likely to be the new supervisor who, for the first time in his life, finds himself in a position where he is expected to lead others, both as individuals and as a group. In this situation, the logical people to supply the most effective guidance are his seasoned fellow supervisors and management executives; and they in turn can best supply this guidance through teaching by example.

"An experienced supervisor or executive lets each person know where he stands. He lets both old and new employees know how they are getting along, their good points and bad points, and ways they can continue to improve their performance. He tells people in advance about changes that will affect them, knowing that there is nothing more disturbing to morale than vague, unsubstantiated rumors."

Sales in the wholesale drug industry have continued to gain slightly this year but the trend has also continued upward in costs, so that profits are slightly lower, E. Allen Newcomb, NWDA secretary, told the membership. He added that possibly these facts have

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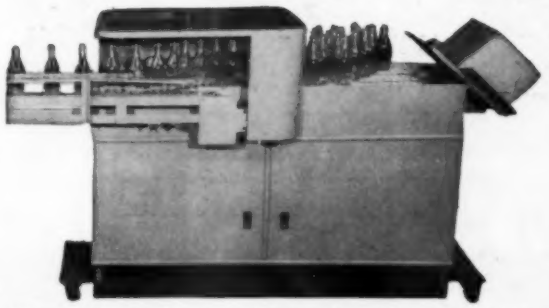

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directed attention to the problems of fair trade, handling costs and general distribution policy. Mr. Newcomb said that there has been an increased interest in the operation of fair trade laws and an apparent better understanding of their basic principles.

"We find, he said," that many forget that while the fair trade laws are basically designed to protect the property of the owner of trade marked or branded goods, they also, by their title, are designed, in effect, to protect the principle of fair trade practices. Members of the drug industry, manufacturers, wholesalers and retailers alike, have a moral as well as a legal responsibility to live up to the letter and spirit of these laws.

"Too often we hear reports that distributors not only sell occasionally at less than the fair trade minimum prices but also violate the spirit of the law by themselves buying from others at less than minimum prices and, in so doing, encourage others to violate the laws. Manufacturers too are occasionally lax in the enforcement of the provisions of their own fair trade contracts. It would be well for all of us to examine ourselves and our attitudes toward the operation of the fair trade laws and by correcting these mistaken practices strengthen our distribution system along proven economically sound lines."

Mr. Newcomb declared that another trend noted has been increasing interest in distribution costs. He advised that material developed by the association should be studied by wholesalers and manufacturers alike and all should cooperate in developing facts at the wholesale and retail level. He added that more manufacturers have evidenced interest in studying their own distribution costs.

"There has been an important change in thinking on distribution policy," according to Mr. Newcomb. "More manufacturers, we believe, are attempting to do a completely sound job of integrating and timing of all of the elements of their distribution policy.

"For example, on pricing policy it is basic to say that any product that is going to be successful must give the consumer utility at a price he can afford to pay. Further, this price must be high enough to afford a margin of profit for the average efficient retailer and a margin of profit for the average efficient wholesaler and

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still leave enough for the manufacturer to cover his manufacturing costs and promotional costs and provide him a reasonable profit."

Touching on channels of distribution, Mr. Newcomb stated that the trend continued to be towards distribution through the wholesaler and, further, to careful selection of enough and strategically located wholesalers to give complete coverage without adding so many as to result in uneconomic dilution of distributors' volume.

More manufacturers, he said, are realizing that they cannot place the blame for product failure on their distribution entirely and it is the manufacturer's responsibility to create consumer demand either through advertising or retailing efforts.

"There is an encouraging continuation in the trend towards the functional analysis of distribution," Mr. Newcomb continued. "Manufacturers, more and more, are separating in their thinking the functions of selling and merchandising from the physical functions of the transportation of goods. In this connection, wholesalers also are showing increasing interest in examining their operational functioning. The problem of stock keeping of prescriptions alone is an example of one thing most seriously considered by our wholesalers.

"We believe these trends to be healthy and urge all members to make a determined effort to integrate and properly time their promotional programs, taking into consideration such elements as the physical distribution of goods through wholesale and retail channels, including such problems as supplying a proper flow of information on prices, terms and selling plans and, similarly, supplying wholesalers in their pricing, buying and sales departments with adequate information."

Why FDA Should Not Be Split

(Continued from page 525)

Hence the Commission is significantly divided on this recommendation. This fact undermines confidence in it; and, what is even more important, the dissenting statements by Commissioners Pollock and Rowe are conclusive against it.

The Commission's second recommendation is also sharply challenged by its own record, because it directly conflicts with the recommendations by its three task forces dealing with this subject; and their recommendations in turn directly conflict with each other. The first task force is on public welfare; and it is the major one. For it is the Brookings institution; its report is the basic research study for the Commission on the health functions of the executive branch; and that report contains the best discussion of the FDA. After pointing out that the FDA administers the basic national food and drug law to protect health, this task force makes four recommendations with respect to it. The first recommendation is that the FDA be transferred to a health unit in a new Department of Health, Education and Welfare, succeeding the FSA, where it continues to administer this

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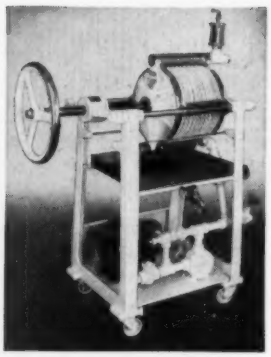

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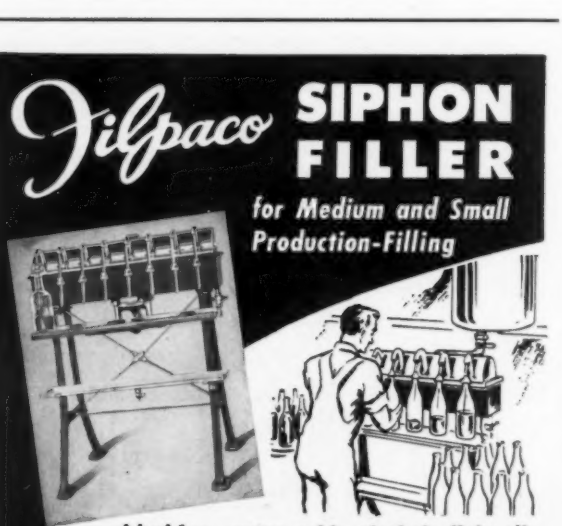

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law; which is just the reverse of what the Commission recommends. The second recommendation is that the Department of Agriculture's health functions be consolidated in the FDA, except the administration of the meat inspection and animal biologic acts; which is also the reverse of what the Commission recommends. The third recommendation is that the administration of the human biologic act be consolidated in the FDA; which is likewise the reverse of what the Commission recommends. The fourth recommendation (previously indicated) is that the administration of the supplemental law against false advertisement be consolidated in the FDA; which is again the reverse of what the Commission recommends. But in thus recommending that the FDA be reduced to a subordinate place in the foregoing health unit, this task force violates its further recommendation that nothing should be done to reduce the status of the ehiefs of the FSA professional bureaus.

The second task force is on medical services; and its members are physicians. It similarly makes four recommendations, in its report. The first recommendation is that the FDA be transferred to a division in a new Department of Health, where it continues to administer the basic law; the second recommendation is that the Department of Agriculture's health functions be consolidated in this division, except the administration of the meat inspection and animal biologic acts; the third recommendation is that the administration of the human biologic act be consolidated in this division; and the fourth recommendation is an implied one that the administration of other supplemental food and drug laws be consolidated in this division. Each of these recommendations is likewise the reverse of what the Commission recommends; and they all differ from what the first task force recommends, by administratively consolidating the national food and drug law (except as provided) in a division containing the FDA instead of in it. This difference is surprising, because these two task forces cooperated in their reports; and that explains the identity of their recommendations otherwise.

The third task force is on agriculture activities; it includes representatives of agriculture; and its chairman is the dean of a state college of agriculture. It makes a recommendation in its report, which completely differs from what either the Commission or the other task forces propose. For it recommends that the administration of this law be consolidated in a regulatory unit of the Department of Agriculture, except as to the revenue acts which are left in the Bureau of Internal Revenue. This task force recommendation is, of course, the source of the Commission's recommendation that the food law administration be located in that Department; but an examination of the report making it discloses three undermining facts. They are, first, the report admits conflicts between the agricultural interests represented by that Department and the consumer interests protected by this law: secondly, it also admits there is no overwhelming logic for consolidating this law in that Department; and, thirdly, its argument for such consolidation is essentially the one made by the

Commission for placing the food law administration in that Department, which is fallacious as we have seen. Moreover this argument ignores the additional fact that it is unsound to vest the administration of national drug and cosmetic law in an agricultural agency.

Hence we find that no task force made this second recommendation by the Commission; that in making it the Commission disregarded the recommendation by its major task force on public welfare to maintain and consolidate the administration of our national food and drug law in the FDA, with the exception of certain special food and drug laws; and that in placing the food law administration in the Department of Agriculture the Commission followed the recommendation of an agricultural task force interested in such Department, which is based on a fallacious argument.

FWDA Meeting

(Continued from page 523)

When the supermarkets started, he said, some food wholesalers fought them while other food jobbers set out to get part of their business and were very successful. "I know of only a few wholesale druggists who have followed the experiences of the food jobber," he commented. Mr. Zimmerman urged drug manufacturers to adapt their packaging to self-service merchandising, avoiding small, easily pilferable containers, and leaving white spots on the packages for pricing.

Philip Courtney, President of Coty, Inc., stressed the importance of international trade and warned that the United States is failing to avoid conflict between its economic, domestic, and international policies. "The United States," he said, "still gives the impression of seeking to obtain objectives which are mutually exclusive." The United States must make up its mind to adopt domestic and international policies which will make possible the restoration of free, multilateral trade, and Great Britain must abandon its policies of economic nationalism, he said.

Arthur E. Pettit, of the law firm, Winthrop, Stimson, Putnam & Roberts, urged that firms develop a plant organization, the sole purpose of which would be to see "what can be done for employees and how, in the doing of it, they can be reached as and treated as individuals." Such a human relations department, he said, would deal with employees' problems and feelings, and management's attitude; transmit information to employees; and aid workers in their personal problems.

Dr. Lewis H. Haney, professor of economics, New York University, said, "I am inclined to think that we will 'enjoy' inflation a while before the discriminatory taxes and business controls of the welfare state can be imposed."

The Association decided to hold its Spring meeting March 13 and 14 at the Hotel Statler, New York, and to hold its next annual meeting October 25 to 27 at the Greenbrier Hotel, White Sulphur Springs, W. Va.

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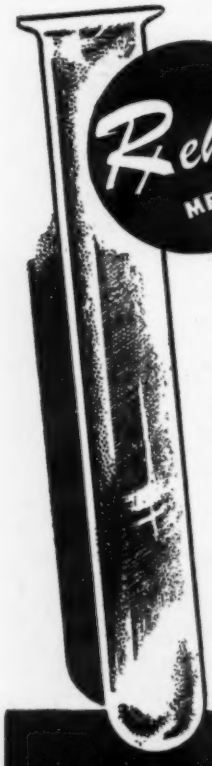

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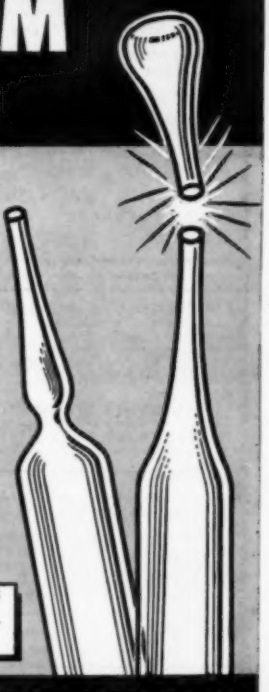

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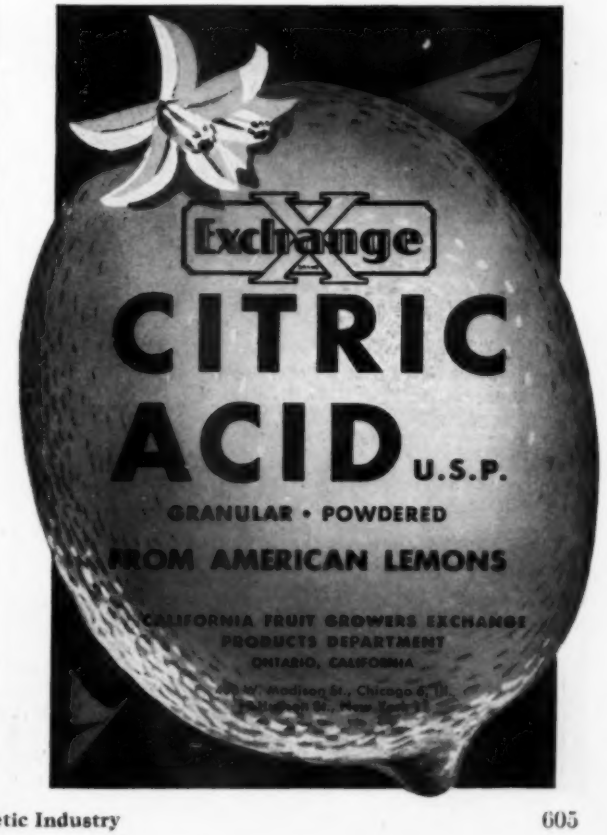

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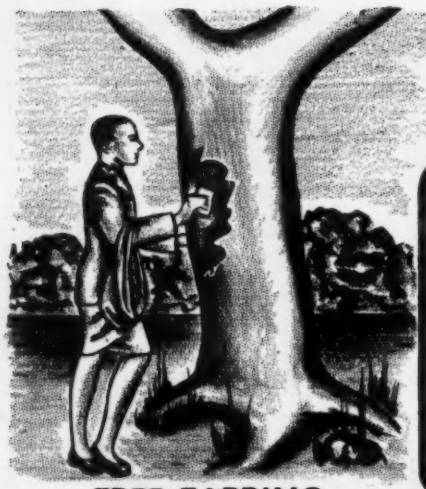

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